DOCUMENT RESUME

ED 304 580	CE 052 123

AUTHOR	Kramer, Karen L., Comp.
TITLE	Selected Resources for Entrepreneurship 1988. National Entrepreneurship Clearinghouse.
INSTITUTION	Ohio State Univ., Columbus. Center on Education and Training for Employment.
SPONS AGENCY	National Entrepreneurship Education Consortium.
PUB DATE	88
NOTE	180p.
PUB TYPE	Reference Materials - Bibliographies (131)
EDRS PRICE	MF01/PC08 Plus Postage.
DESCRIPTORS	Audiovisual Aids; Books; *Business Administration; Computer Software; Curriculum; Databases; *Educational Resources; *Entrepreneurship; Periodicals; Postsecondary Education; Secondary Education; *Small Businesses
IDENTIFIERS	*National Entrepreneurship Clearinghouse

ABSTRACT

This report documents more than 1,421 books, articles, and audiovisual materials collected and analyzed for the National Entrepreneurship Clearinghouse database over a two-year period starting in 1987. (The database and this report will be updated annually.) The sections of the report catalog articles, books and reports, curricula and textbooks, catalogs, videotapes and films, audiocasettes, and computer simulations. A resource guide at the end of the report provides addresses and locations for each type of material. Entries are alphabetized by title and include information on title, author, source, and for some materials, setting and target audience, and a short abstract. (Copies of all materials are on file in the Entrepreneurship Program File at the Center on Education and Training for Employment at the Ohio State University and can be duplicated.) (KC)

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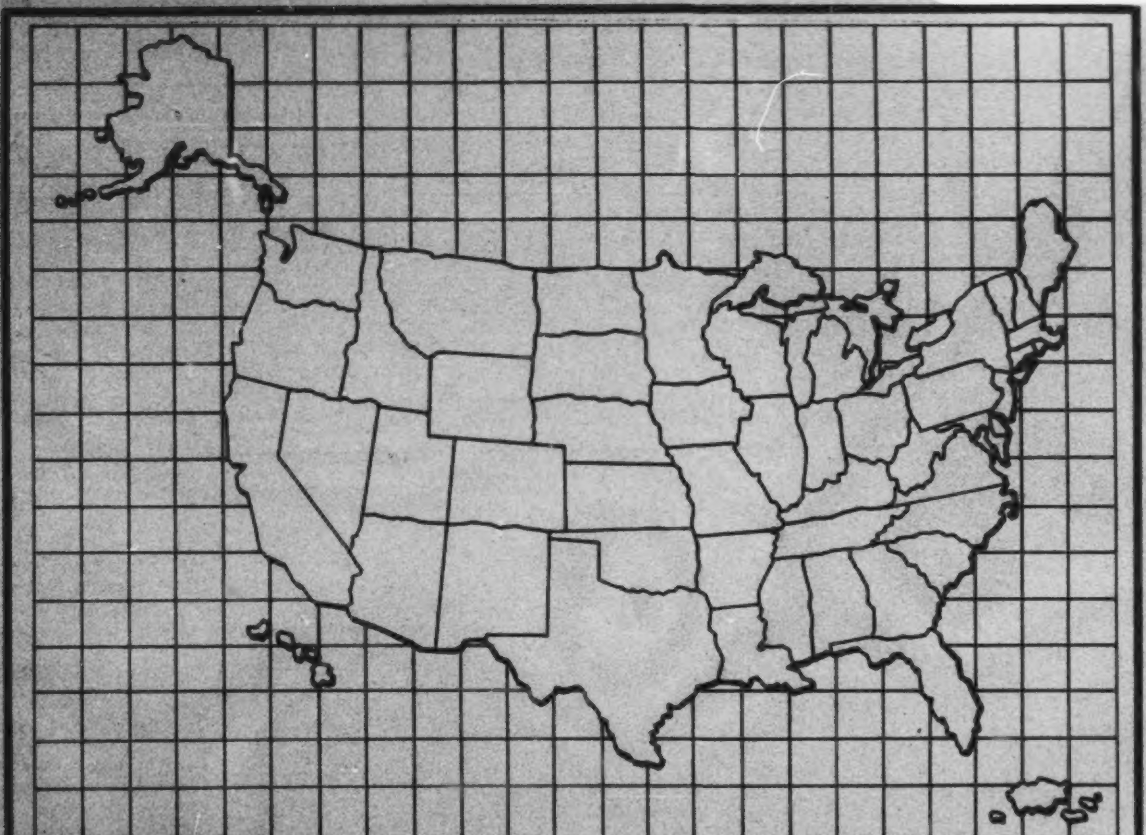

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National Entrepreneurship Education Consortium

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SELECTED RESOURCES
FOR ENTREPRENEURSHIP
1988

Compiled by Karen L. Kramer

The Center on Education and Training for Employment
The Ohio State University
1960 Kenny Road
Columbus, Ohio 43210

Table of Contents

Introduction 1
Articles 4
Books and Reports. 47
Curricula and Textbooks. 95
Catalogs 110
Videotapes and Films 113
Audio Cassettes 151
Computer Simulations 155
Resource Guide 165

INTRODUCTION

Introduction

This product is the result of a priority of The National Entrepreneurship Education Consortium to find new and important issues in support of entrepreneurial education in the United States. In this first report on the clearinghouse more than 1421 books, articles and audio-visual materials are documented. They were collected and analyzed for this database over a two-year period starting in 1987.

The Selected Resources for Entrepreneurship materials have been compiled from the most recent resources on the subject. In March of 1988 reviewing of articles stopped. The later article reviews will be placed in the 1989-1990 Update, which will be done on an annual basis.

The format for cataloging the database information varied to a certain degree based on appropriateness of information for each type of product. Explanations are stated in the front of each content section divider. In all cases, the information is presented in alphabetical order by title.

It is the intent of this editor to state as clearly as possible where these materials can be located. The resource guide in the back of the volume provides addresses and locations. Copies of all articles are on file in the Entrepreneurship Program File at the Center on Education and Training for Employment at The Ohio State University, and can be duplicated for you.

The database of Selected Resources for Entrepreneurship materials has the capability of doing special searches according to your needs and interests. The data is organized according to the fields that appear in this format. We would be happy to work with consortium members on your informational requests and tailoring a search to suit your objectives.

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ARTICLES

Due to the general nature of the articles, the target audience and setting have been omitted.

TITLE: "1987, the Inc. 100"

AUTHOR: Editors

SOURCE: Inc. (May, 1987).

ABSTRACT: The companies on this year's list illustrate a simple point: giants often flounder when markets change because they fail to see new opportunities. The Inc. 100 reflects broad economic trends, the chief one being a change from the manufacturing of a product to a surge in the service sector. Broad small-business information.

TITLE: "A Businessman's Impressions of Japan"

AUTHOR: Smith, Ronald J.

SOURCE: Entrepreneur. (February, 1986).

ABSTRACT: Entrepreneurship is sweeping Japan like a wave.

TITLE: Business Week: Bonus Issue

AUTHOR: Editors

SOURCE: Business Week. (1987).

ABSTRACT: The top 1,000 companies are presented in terms of stock market valuation, industry and alphabetical listing. Twenty-five executives to watch are also presented. The last major article, "Merger Mania's New Accent," discusses the top 200 deals. Contributes to general business understanding.

TITLE: "A Case for Entrepreneurial Education"

AUTHOR: Ashmore, M. Catherine

SOURCE: Career Training. (Spring, 1986).

ABSTRACT: The case for adding entrepreneurship education to most trade and technical school courses, and post-secondary school courses is discussed. The development needs of entrepreneurs and the education and training stages are presented.

TITLE: "A Corporate Venture in Entrepreneurship"

AUTHOR: Whiting, Bruce G.

SOURCE: The Journal of Creative Behavior, vol. 21, no. 3. (Third Quarter, 1987).

ABSTRACT: The signode program builds new enterprises, creates jobs and multiplies economic activity, as do all new businesses. The venture manager is introducing a new product or service, normally one of the toughest challenges of new business. The main advantages are in-house funding, technical support, and guidance from marketing/manufacturing activities in related types of businesses. While the venture managers corporate career may be somewhat at risk, his accumulated wealth is not. In comparison with the independent entrepreneur, the demands are more limited. The signode program builds new enterprises, creates jobs, and multiplies economic activity, as do all new businesses.

TITLE: "A Cure for Growing Pains"

AUTHOR: Mancuso, Joseph R.

SOURCE: Success. (July/August, 1987).

ABSTRACT: Interphase Corporation has shown how CEO's can maintain profitability while their companies expand at a breakneck pace.

TITLE: "A Look at Occupational Employment Trends to the Year 2000"

AUTHOR: Silvestri, George T., and Lukasiewicz, John M.

SOURCE: Monthly Labor Review. (September, 1987).

ABSTRACT: Trends in employment to the year 2000 are discussed. A more highly-educated work force is a certainty with its obvious implications for education. Employment opportunities for women are expected to be most favorable.

TITLE: "A Yen for the Lending"

AUTHOR: Kotkin, Joel

SOURCE: Inc. (April, 1988).

ABSTRACT: Three entrepreneurs are presented with something in common--their local banks aren't really local at all--they are all owned by foreigners. These are foreigners who have recently discovered the potential of the American middle market. They have been able to stake a claim in helping smaller American companies transact business overseas. Internationalization of finance in the 1980s has given small U.S. firms access to loans from U.S. subsidiaries of foreign banks.

TITLE: "Advice from Our Entrepreneurs"

AUTHOR: Ashmore, M. Catherine

SOURCE: Ideas for Marketing Educators. (September, 1986).

ABSTRACT: Young entrepreneurs provide advice for those interested in entrepreneurship. Jodee Kulp, who started a graphic arts business at age 22, shares her advice. First you have to learn to read people. Second, you have to be comfortable about taking risks. Third, you have to be able to get rich. Fourth, you have to give up some of the things you want. Fifth, you have to become wise, etc. Keys to using talents are stressed.

TITLE: "Affirmation--Positive Way to Create Your Own Luck"

AUTHOR: Berg, Andriane

SOURCE: Columbus Dispatch. (June 11, 1986).

ABSTRACT: This article discusses various ways to give yourself positive statements that come true when repeated frequently. Visualizing the opportunity you want is one way with others discussed. Good motivational ideas for entrepreneurs.

TITLE: "All's Not Fair"

AUTHOR: Andrews, Edmund L.

SOURCE: Venture. (February, 1987).

ABSTRACT: Entrepreneurs make spare parts cheaply, but have a fight to sell them to the Pentagon. The situation is discussed as a real frustration.

TITLE: "Are Bigger Banks Bad For Small Business?"

AUTHOR: Finegan, Jay

SOURCE: Inc. (December, 1987).

ABSTRACT: Banks are consolidating. Small banks used to effectively service small businesses. Can and will big banks take over and do the same? The situation is discussed.

TITLE: "Artists of Organization"

AUTHOR: Feinberg, Andrew

SOURCE: Success. (October, 1987).

ABSTRACT: The topic of creativity and organization is addressed. Interesting information for an entrepreneur.

TITLE: "ASTD's Role--Serving the New Corporation"

AUTHOR:

SOURCE: American Society for Training and Development. (1986).

ABSTRACT: As a professional society, the American Society for Training and Development must respond to a change in growth. At present it represents more than 50 thousand training and development professionals throughout its national and charter membership programs. This is a long-standing partnership that enhances the profession and serves those in it. It is important to note that most of these new corporations are small businesses.

TITLE: "Back to the Basics"

AUTHOR: Copeland, Jeff B.; Cohn, Bob; Springer, Karen; Hutchison, Sue

SOURCE: Newsweek. (September 21, 1987).

ABSTRACT: Only an educated work force can keep up with changing technology. Increasingly, companies offer classes to make certain employees can read and operate equipment. The shortage of educated workers demands that the uneducated be made fit to work.

TITLE: "Beyond 'Trendy' Forecasts"

AUTHOR: Levitan, Sar A.

SOURCE: The Futurist. (November - December, 1987).

ABSTRACT: Trends to 1997 are discussed. 1. The declining middle is a misconception. 2. The future belongs to robots. Not so: for every "working" robot there will still be more than 400 people in the labor force. 3. Governmental intervention in the free market has hardly been the culprit for the declining growth in productivity during the past decade. 4. Labor and management cooperation. There is every reason to believe that women will continue to flock into the labor market, but not necessarily as rapidly as in the '80s. Interesting article on the changing nature of work.

TITLE: "Beyond the Golden Arches"

AUTHOR: Hodge, Marie

SOURCE: Working Mother Magazine. (June, 1987).

ABSTRACT: There is a franchise for every business dream, from selling pets to party gear. There are currently 3,200 different franchises from Century 21 to "Left Hand World," which markets items designed for left-handed people. Many experts suspect that half of all franchises are owned or co-owned, and managed by women, and that in certain industries the figure is much higher. Questions to ask about a franchisor are included, and tips in franchise "shopping" are suggested.

TITLE: "Big Changes in the Training and Development Industry"

AUTHOR:

SOURCE: American Society for Training and Development from Serving the New Corporation. (1986).

ABSTRACT: Companies are starting to develop training programs tied to their strategic goals. Courses tend to be more practical and build skills rather than provide information. Responsibility for training and development is moving upward. It is also moving to outside contractors. Useful article on human resource training, and changes in the field.

TITLE: "Black Still Isn't the Color of Money"

AUTHOR: Fulwood, Sam, III

SOURCE: Venture. pp.31-36. (March, 1988).

ABSTRACT: The reason there aren't more black entrepreneurs is discussed. Blacks may have political power, but the business world is still mostly a white man's preserve. That makes life really hard for black entrepreneurs. The melting pot doesn't melt blacks.

TITLE: "Breakthrough Ideas"

AUTHOR: Burke, James

SOURCE: Success. (October, 1987).

ABSTRACT: Entrepreneurial genius does not require eccentricity, long hair or an astronomical I.Q. It involves a process we are all capable of. We must step outside the little mental box we call the real world and start to see our surroundings, not as furniture but as ideas in action. Now is the time to start thinking like an entrepreneur.

TITLE: "Building Blocks for an Entrepreneurial Economy"

AUTHOR: Ashmore, M. Catherine

SOURCE: Ideas for Marketing Educators. (January, 1988).

ABSTRACT: There is a growing consensus that entrepreneurship education is important to our future economy. Delegates to the White House Conference on Small Business Economy (August, 1986) voted it their sixth priority for national action. In the congressional commission report "Making America Work Again," entrepreneurship education was given as their first priority in preparing our population for the global economy of the near future.

TITLE: "Business and Industry: Linkage through Entrepreneurship"

AUTHOR: Leaming, P. Marj and Salazar, Anita

SOURCE: Business Education Forum. (May, 1986).

ABSTRACT: The necessity for students to learn entrepreneurial skills is presented. The need for educators to teach future entrepreneurs skills in problem-solving, decision-making and long-term planning is stressed.

TITLE: "Business is Business . . . Or Is It?"

AUTHOR: Ashmore, M. Catherine

SOURCE: Unpublished to August, 1988.

ABSTRACT: The author discusses the changes going on in the current workplace. Small business has been shown as the economic wave of the future. It provides jobs for employees, as well as for self-employment. It is therefore necessary for business educators to better serve our economy and students by looking to entrepreneurship as an integral part of every program.

TITLE: "Campus Area Pizza Parlor Makes Grade"

AUTHOR: Chenoweth, Doral ("The Grumpy Gourmet")

SOURCE: Columbus Dispatch. (June 5, 1987).

ABSTRACT: Flying Tomato's policy used with customers to "sell" is discussed. Useful marketing methods are discussed.

TITLE: "Cause for Cheers"

AUTHOR: Mancuso, Joseph R.

SOURCE: Success. (June, 1987).

ABSTRACT: An unexpected opportunity made Boston pub-owner Tom Kershaw a successful entrepreneur.

TITLE: "Chance Encounter Leads to Entrepreneurship"

AUTHOR: Dunnigan, J.A.

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: A small town entrepreneur is featured in this success story, which appears monthly in Entrepreneur magazine. "A lucky break in the laundry room" led Oregon airbrush artist John Peterman to a catalog of entrepreneurs' start-up manuals and his own T-shirt shop. The value of those entrepreneur catalogs is set in a real-life situation.

TITLE: "Characteristics of Successful Entrepreneurs"

AUTHOR: McClelland, David C.

SOURCE: The Journal of Creative Behavior, vol. 21, no. 3. pp. 219-233. (Third Quarter, 1987).

ABSTRACT: This paper was presented at the Third Creativity, Innovation and Entrepreneurship Symposium held in May, 1986, Framingham, Massachusetts. It is based on Dr. McClelland's and McBer & Co.'s latest research on entrepreneurial training. The findings strongly suggest that it is not a person's position in life or the initial advantages they have that contributes most to their success in business, but rather, certain personality characteristics or competencies. These competencies are first, the individuals seem more proactive. Second, they show several characteristics that are part of the previous identified achievement motivation syndrome. The third group of competencies involves commitment to others.

TITLE: "Contributions of Small Business and Entrepreneurship Education to Economic Development"

AUTHOR: Harris, Edward E.

SOURCE: The National Center for Research in Vocational Education - Special Publication Series No. 54. (1986).

ABSTRACT: The National Center for Research in Vocational Education in partnership with the National Entrepreneurship Education Consortium has developed a publication on the economic value of entrepreneurship. Harris's article discusses the vital need for economic renewal as a fundamental goal of American domestic policy. The author stresses that small business has been and will continue to be the prime creator of new jobs in America.

TITLE: "Cookie Queen Sets Goals for Woman Entrepreneurs"

AUTHOR: McLean, Mary Jane

SOURCE: the Lantern. The Ohio State University. (June 2, 1986).

ABSTRACT: Cheryl Krueger, owner of seven cookie stores in four states, spoke on "Managing Business Growth" at the Women Business-Owners Conference at Ohio State. Her comments and highlights are in the news story.

TITLE: "Cottage Industry or Sweatshop? The Home Labor Dilemma"

AUTHOR: Kolite, Erika

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: Taking a business where it cannot be strictly regulated can turn into either an entrepreneurial coup or a Dickensian disaster. The major difference between the economic power of a small-business entrepreneur who gives work to a neighbor and a major corporate entity that assigns work to a home-based employee is discussed.

TITLE: "Couples in Business"

AUTHOR: Hollander, Barbara S.

SOURCE: In Business. pp.58-59. (April, 1988).

ABSTRACT: Having talked to many couples whose businesses range from the traditional mom-and-pop store to the high-tech enterprises, it's always clear that the issues, dynamics and agendas for each partner in the marital pair--for better or worse, in rich times and poor--are carried into the business setting. Money is power and status in our society. Business women who work for no salary are not "business women." A sense of independence is critical to psychological well-being.

TITLE: "Crime Pays"

AUTHOR: Forsythe, Jason

SOURCE: Success. (July/August, 1987).

ABSTRACT: Ingenious entrepreneurs are using high technology to capture criminals and profits. Ben Jamil, from his low-key headquarters in Port Chester, New York, functions in the high-intrigue world of international espionage and terrorism. Biometrics is the new technology in a world of high-tech crime fighters.

TITLE: "Crusaders for Capitalism: They Fought for the Freedom of the Entrepreneur"

AUTHOR: Taylor, Joan Kennedy

SOURCE: Success. (September, 1987).

ABSTRACT: Authors such as Ann Rand and her book Atlas Shrugged are discussed in terms of the individual and political freedom, which the author feels cannot be separated from economic freedom. These authors suffered bitter scorn of critics, but paved the way for today's free marketeers. Other books and authors mentioned: The Discovery of Freedom by Rose Wilder Lane; Socialism by Ludwig von Mises; Economics in One Season by Henry Haslitt; and Free to Choose by Milton Friedman.

TITLE: "Don Laughlin's City of Dreams"

AUTHOR: Persinos, John T.

SOURCE: Venture. (October, 1987).

ABSTRACT: An interesting article on Don Laughlin's journey into the Nevada desert where he created his own gambling empire. The question is whether or not he can hold on to it.

TITLE: "Drive-In Movies"

AUTHOR: Richman, Tom

SOURCE: Inc. February, 1988.

ABSTRACT: The lead article for this Inc. magazine is in the section "Anatomy of a Start-Up." The launch of a hits-only drive-through video chain is discussed. Viewpoints are given by experts with the conclusions showing why the company is doomed to fail.

TITLE: "Education 2000: The Global Challenge Accelerates"

AUTHOR: Kline, Jerry (Ed.)

SOURCE: Trendletter, The Global Network. (March 17, 1988)

ABSTRACT: Disciplines requiring lifelong learning and frequent re-education and retraining will encompass 85 percent of the workers by the end of the century. Education is now entering the international trade arena. Accountability will soar in importance. Year 'round classrooms, magnet schools in the arts and sciences, and aging enrollment that will force schools to adopt comprehensive day-care programs for their children and extend financial aid to part-time students are further trends. To accommodate adult lifelong learners, schools will routinely offer branch classes in business districts and in spaces provided by employers.

Other news items: Bellwether states--those that trade with Pacific Rim countries--are not only on the West Coast; Florida imports are also substantial. A 1980's business renaissance transforms Italy's economy. By the early 1990's smart cards of varying levels of sophistication--all of them able to electronically transfer funds from one account to another--will be widely used by consumers and businesses around the globe.

TITLE: "Eight Demons of Entrepreneurship"

AUTHOR: Sheldon, James and Alimansky, Burt

SOURCE: Ernst and Whinney. (Winter, 1987).

ABSTRACT: The entrepreneur's personality, not his product, can make the critical difference. Four suggestions are given to make the most of your strengths and compensate for your weaknesses. Interesting and basic entrepreneurship elements.

TITLE: "Entrepreneurial Judo"

AUTHOR: Reynolds, Larry

SOURCE: In Business. pp.30-31. (April, 1988).

ABSTRACT: Peter Drucker notes, "Of all the entrepreneurial strategies, especially strategies aimed at obtaining leadership and dominance in a specific market or industry, entrepreneurial judo is by all odds, the least risky, and most likely to succeed. The basic judo strategy is to take advantage of a larger competitor's bad habits. Analyze your industry, its products and suppliers, and their habits, especially their bad habits. Then try to pinpoint the place where an alternative strategy would meet with the greatest success and the least resistance. Quickly and silently 'hit 'em where they ain't.'"

TITLE: "Entrepreneurs are More Than Non-Conformists: They are Mildly Sociopathic"

AUTHOR: Winslow, Erik K. and Solomon, George T.

SOURCE: The Journal of Creative Behavior. pp. 202-213a. (Third Quarter, 1987).

ABSTRACT: An historical examination of entrepreneurial characteristics is presented. The similarities between the entrepreneur and sociopath are more a matter of degree than complete congruence. Sociopaths do not recognize future consequences, while entrepreneurs see failure and success as being determined in the future.

TITLE: "Entrepreneurs" (column)

AUTHOR:

SOURCE: Venture. (October, 1987).

ABSTRACT: O'Brien's Laser Land, Best Fares Discount Airfare Magazine, hard-to-find china patterns, health and fitness tapes and putting a premium on a hole-in-one are discussed in this issue.

TITLE: "Entrepreneurs" (column)

AUTHOR:

SOURCE: Venture. (September, 1987).

ABSTRACT: Topics for this month are: wims of fashion (petticoats); football leagues; boutiques for car buffs; shoes; pay phones that call back and a cost-justifiable Ph.D. are discussed.

TITLE: "Entrepreneurs" (column)

AUTHOR:

SOURCE: Venture. (February, 1987).

ABSTRACT: This month's column discusses shoes and boots, a quadriplegic's Home Helpers, Inc., buffalo meat, talking teddies, T.V. shopping program, Chef Tell's Pasta Power Overs, and mints sold in a cigarette-type flip-top box.

TITLE: "Entrepreneurs: Opportunistic Decision-Makers"

AUTHOR: Olson, Philip D.

SOURCE: Journal of Small Business Management, vol. 24, no. 3. (July, 1986).

ABSTRACT: A study that focuses on the people behind new enterprises. These are the entrepreneurs who assume the financial risk and the responsibility for management of firms during their start-up phase. Trends can be predicted in part based on demographic shifts and technological developments. Two decision-making approaches that entrepreneurs use when identifying and capitalizing on opportunities are the market-pull and technology-push sequences.

TITLE: "Entrepreneurship - Economic Development of Education"

AUTHOR: Vaughn, Roger J.

SOURCE: The National Center for Research in Vocational Education, Special Publication Series No. 54. pp. 39-50. (1986).

ABSTRACT: The paper describes the critical role played by entrepreneurs in creating economic opportunities. Ways in which state education policy can be used to promote the entrepreneurial economy are presented.

TITLE: "Entrepreneurship Education Makes Sense"

AUTHOR: Ashmore, M. Catherine

SOURCE: Vocational Education Journal. (October, 1986).

ABSTRACT: Entrepreneurship education, as part of vocational education, has the potential to boost the entrepreneurial spirit of this country. It can help vocational graduates succeed in their own businesses, and in the process, create new jobs. With the advent of the Information Age, small businesses are becoming an increasingly important part of the American economy. Excellent article.

TITLE: "Entrepreneurship from a National Perspective"

AUTHOR: Russell, John

SOURCE: Workplace Education. (September/October, 1984).

ABSTRACT: For the last 13 years John Russell has been the executive secretary in the National Task Force on Education and Training for Minority Business Enterprise. He states that entrepreneurship and self-employment are not something for which people have been traditionally prepared. The real support for small business has to be built into the local community. A substantive, far-reaching educational developmental program for entrepreneurship can be established.

TITLE: "Entrepreneurship Education: Path to Creativity"

AUTHOR: Ashmore, M. Catherine

SOURCE: The National Center for Research in Vocational Education. 1985 - U.S. Small Business Administration's Second Annual Conference on Creativity, Innovation and Entrepreneurship. (1985).

ABSTRACT: The National Center for Research in Vocational Education is providing leadership for the infusion of entrepreneurship education in vocational programs nationwide. Such programs encourage creative application of business skills to technical skills already learned in the programs. Because most entrepreneurs have little business training and little time to devote to training once their businesses are launched, entrepreneurship education is seen as an opportunity to prevent failures as well as encourage business creativity. Excellent overview of entrepreneurship.

TITLE: "Entrepreneurship Reconsidered: The Team as Hero"

AUTHOR: Reich, Robert B.

SOURCE: Harvard Business Review. (May 5, 1987).

ABSTRACT: Entrepreneurship takes on a new meaning when it is applied to team efforts. In collective entrepreneurship, individual skills are integrated into a group; this collective capacity to innovate becomes greater than the sum of its parts.

TITLE: "Entrepreneurship: Future Directions"

AUTHOR: Ashmore, M. Catherine

SOURCE: Journal of Education for Business. (January, 1988).

ABSTRACT: Let us be sure that business education is for the future. Statistics and trend analysis show that most new jobs will be in small business. More than 85 percent of the businesses in this country employ fewer than 20 people. Business educators provide assistance to these future entrepreneurs. As David Birch says, "We are practically carrying our jobs around on our backs." This represents a major structural change in the way we do business.

TITLE: "Entrepreneurship: Starting A New Business"

AUTHOR: Cooper, Arnold C.

SOURCE: National Federation of Independent Business. (1982/1986).

ABSTRACT: The characteristics of people who start businesses are observed. Motivation, preparation, capital, geographic region, access to suppliers and customers, and knowledge of the industry are cited. Reasons for success and failure with three case studies are presented. How to put a business together is further discussed.

TITLE: "Facts about Human Resource Development" from Serving the New Corporation"

AUTHOR:

SOURCE: American Society for Training and Development.

ABSTRACT: The paper presents a framework for thinking about the present state of human resource development and its relation to the mission and strategies of the American Society for Training and Development (ASTD). We tend to get so tied up in our techniques that we forget about people. An ASTD article.

TITLE: "Fair Advantage: Are Trade Shows Worth the Bother?"

AUTHOR: McClenahen, John

SOURCE: Industry Week. (August 18, 1986).

ABSTRACT: The reasons for the lack of a commanding U.S. market presence at most foreign trade fairs are presented. Smaller and new U.S. firms can have a big impact overseas. Trade-show participation can sharpen a company's marketing approach.

TITLE: "Fast Draw - How Randy Wise Outgunned the Market in Graphics Software"

AUTHOR: Mancuso, Joseph R.

SOURCE: Success. (October, 1987).

ABSTRACT: At 33 Randy Wise set up Graphic Communications, Inc., in Framingham, Massachusetts. Change in the company is discussed, and its buy out by Lotus for approximately $10 million.

TITLE: "Fast-Food Franchise Fit for Fight"

AUTHOR: Hawkins, Phoebe

SOURCE: Insight. (August 25, 1986).

ABSTRACT: The owners of Subway Sandwiches and Salads, a fast-food chain that has expanded steadily since its birth 20 years ago, are challenging their burger and chicken competitors to see which franchise best suits America's tastes. They hope to capitalize on the trend toward lighter, fresher food.

TITLE: "Freedom and Power--What Every Entrepreneur Craves"

AUTHOR: Post, Tom

SOURCE: Success. (May, 1988).

ABSTRACT: The article is an interview with Karl Vesper, the person who has spurred the proliferation of entrepreneurial courses throughout the nation's colleges. Since 1960 Vesper has published nearly 100 articles and books, and his New Venture Strategies has become a definitive textbook on entrepreneurs. Interesting biographical material.

TITLE: "From Riches to Rags . . . and Back"

AUTHOR: Mamis, Robert A.

SOURCE: Inc. pp. 66-68. (May, 1987).

ABSTRACT: The new fact of investment life is simply that profitability is more than sizzling sales growth. Interesting article on how the Inc. 100 stack up.

TITLE: "Getting Ready for Work in the 21st Century"

AUTHOR:

SOURCE: U.S.A. Today, vol. 115, no. 2495. pg. 10. (1986).

ABSTRACT: Jobs in the future will be more demanding. Life-long learning will become a necessity. Changes will make products and services obsolete, as well. So many business opportunities will be created--especially for the entrepreneur. A few guidelines are given for today's worker of tomorrow.

TITLE: "Growing Pains"

AUTHOR: Pavone, Thomas, Jr.

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: A system for setting up ways to help your company run itself effectively is discussed. Sometimes it is necessary to step back and let your business grow. Ongoing communication and sensitivity to culture is vital in a growing business.

TITLE: "Harry, an Entrepreneur's Best Friend"

AUTHOR: Dillon, Dan

SOURCE: Grant Pass Daily Courier. (March, 1988).

ABSTRACT: The Business Disc, developed by a group of Maryland educators and marketed by Maryland Interactive Technologies is designed to help new businesses to take flight. The program, which can take from 10 hours for someone who is sure of a path, to 32 hours for someone with a lot of questions, runs on interplay between person and machine. Would-be entrepreneurs have to make decisions. The Business Disc pushes beginning business-people into decisions like payroll, advertising, pricing and work schedules and insurance. It makes them stop and think about everything they will need to form a successful business plan.

The system is a combination of technologies including a compact disc, IBM computer and videocassette recorder. You can test-drive the system through a business plan for a planned operation. The second stage for the plan is to actually play the computer a year's worth of business based on your business plan. The decisions you make can determine the outcome of your business for one full year. It will show you the mistakes and pitfalls you can make.

TITLE: "Heartbreak Hill"

AUTHOR: Kahn, Joseph P.

SOURCE: Inc. pp. 68-78. (April, 1988).

ABSTRACT: "Marathon Master Bill Rodgers finished out of the money when his clothing company stumbled and the bank redrew the finish line." This story involves more than the loss of a company. It involves homes, reputations and friendships. The risk is real, and as Rodgers discovered, those who don't acknowledge it only increase their chances of becoming the next victim.

TITLE: "Hitch Your Star to a Cart"

AUTHOR: Seibert, Patricia

SOURCE: Entrepreneurship. (October, 1987).

ABSTRACT: Leasing vending carts and/or floor space in shopping malls is a new method of operation for entrepreneurs.

TITLE: "Husband-Wife Partnerships"

AUTHOR: Kamoroff, Bernard

SOURCE: In Business. pg. 23. (April, 1988).

ABSTRACT: Effective January, 1988, a spouse in the employ of the other is subject to regular social security tax, the same as any other employee. Since the total social security tax--employer and employee--is higher than the self-employment tax rate, hiring a spouse to work in your business now actually increases your taxes. A "must" for husband-wife businesses to read.

TITLE: "If Constructively Creative Divergent Thinking Equals Entrepreneur. . . How Can We Help Create More of Them?"

AUTHOR: Lipper, Arthur III

SOURCE: The Journal of Creative Behavior. pp. 214-218. (Third Quarter, 1987).

ABSTRACT: Classically, entrepreneurs do no use market research to the same extent as their employed corporate counterparts. They traditionally think their perceptions are those of others, which is not necessarily the case. Lipper feels that those who are in a position to influence education must develop more courses and activities especially for younger children, which will develop their natural creativity. Entrepreneurs are making America happen. They are the force responsible for almost all the progress being made in this country. Entrepreneurs are succeeding inspite of and not because of the education they received, especially as children. Rather than the definition of entrepreneur as as creative problem-solver, wouldn't it be more satisfying to call the entrepreneur "one who creates the opportunity for earning profit by seeking to solve recognized problems?"

TITLE: "Innovation on the Line"

AUTHOR: Wantuck, Mary-Margaret

SOURCE: Nation's Business. (October, 1985).

ABSTRACT: The importance of the Small Business Innovation Development (SBID) Act of 1982 for smaller science and technology companies is discussed. A lack of communication by the federal government is addressed. Suggestions for enticing high-tech innovators to small business are discussed.

TITLE: "Innovation: Where is the Relish?"

AUTHOR: Herzberg, Frederick

SOURCE: The Journal of Creative Behavior, vol. 21, no. 3. pp. 175-192. (Third Quarter, 1987).

ABSTRACT: The article,reprinted with permission of the author, was originally published in Industry Week, November 14, 1985, titled "Where is the Passion?" Qualities associated with innovation are (1) intelligence; (2) expertise developed on the job; (3) unconventionality; (4) effectiveness, ambiguity; (5) feeling of self; (6) separation of motivation from hygiene values; (7) active control of anxiety; (8) control of careerism; (9) intuition; (10) passionate enjoyment of life. Internal freedoms that bring about innovation are discussed.

TITLE: "International Entrepreneurship"

AUTHOR: Weaver, Mark K.

SOURCE: The Journal of Creative Behavior, vol. 21, no. 3. pp. 255-270. (Third Quarter, 1987).

ABSTRACT: An entrepreneurial strategy for growth is operating as a major development thrust in the Republic of Ireland. Recommendations are presented to focus debate on how this entrepreneurial approach to development can apply to the United States.

TITLE: "Intrapreneuring Gains Acceptance and Support"

AUTHOR:

SOURCE: Business First. (December, 1986).

ABSTRACT: A discussion of the trends for big corporations trying to capture some of the magic of small companies is discussed. The basic new term is "intrapreneuring."

TITLE: "Intrapreneuring: New-Age Freedoms for Big Business"

AUTHOR: Lee, Chris and Zemko, Ron

SOURCE: Training Magazine. (February, 1985),

ABSTRACT: The article discusses how America's biggest corporations are busily trying to find ways to infuse entrepreneurial fervor into their staid veins. Organizations with intrapreneuring cultures not only enable, but encourage individual champions to hoard the time, money and other resources necessary to see their ideas through intrapreneurship within large organizations.

TITLE: "Is Manufacturing Dead?"

AUTHOR: Birch, David L.

SOURCE: Inc.

ABSTRACT: The statistical answer to the article's title is a resounding "No!" In fact, our manufacturers may be the most innovative business people in the country! A discussion of the measuring of information is included.

TITLE: "Jobbing it Out"

AUTHOR: Caccavo, Karen Rosenberg

SOURCE: In Business. pp. 38-39. (March 4, 1988).

ABSTRACT: Using subcontractors can keep start-up costs low and quality high. The one aspect of a business easiest to delegate may be manufacturing, depending on the business. This suspenders manufacturer found she could subcontract in Taipan for half the cost to produce the same product domestically. Time and economic considerations should prevail when you consider farming out aspects of your own business operation.

TITLE: "Knowledge is Power"

AUTHOR: Ashmore, Dr. M. Catherine

SOURCE: Ideas for Marketing Educators. (September, 1987).

ABSTRACT: Articulation comes in many forms: among classes, between years in multi-year programs, among instructors, and between institutions. Articulation may provide one more way to expand marketing education. You can advise students on a plan to get the right mix of education. Entrepreneurship ties into the marketing curriculum.

TITLE: "Labor Force Projections: 1986 to 2000"

AUTHOR: Fullerton, Howard N., Jr.

SOURCE: Monthly Labor Review. (September, 1987).

ABSTRACT: There will be 139 million persons in the 2000 labor force representing a slow-down rate after 1986. Blacks, Hispanics and Asians are expected to increase their representation in the labor pool. Women's labor force participation is projected to increase 0.8 percent annually--more than twice the overall rate of increase in participation, but half the rate of growth in women's participation over the 1972 to 1986 period. Important demographic trends are discussed.

TITLE: "Managing the Family-Owned Business"

AUTHOR: Trunko, Michael E.

SOURCE: Entrepreneur. (February, 1986).

ABSTRACT: A family-owned business is subject to all of the problems that beset small business, plus those that can and often do arise when relatives try to work together. The primary reason for family businesses going broke is the absence of good management.

TITLE: "Milkman with the Midas Touch"

AUTHOR: Frankfort, Daron

SOURCE: USAir. (October, 1986).

ABSTRACT: Stew Leonard's fantastic success story in the grocery business is highlighted in A Passion for Excellence, and in this issue of USAir. Leonard has a 106,000 square foot store in Norwalk, Connecticut, that stresses a family-like atmosphere with shoppers' feedback.

TITLE: "Mother of Invention"

AUTHOR: Brown, Paul B.

SOURCE: Inc. (October, 1987).

ABSTRACT: Every year in the United States hundreds of thousands of new businesses start. Lisa Nieben started SBN Products, Inc. The product is a spray that scares away imaginary things children visualize. Scare Spray was born out of a need in her home situation.

TITLE: "Mrs. Field's Secret Ingredient"

AUTHOR: Richman, Tom

SOURCE: Inc. (October, 1987).

ABSTRACT: The real recipe behind the phenomenal growth of Mrs. Field's Cookies cannot be found in the dough. The secret is the computerization of the information flow. Installing a system that works is explained.

TITLE: "Musical Jobs"

AUTHOR: Birch, David L.

SOURCE: Inc.

ABSTRACT: The frantic job changing that our New Economy compels is hardly a game, but we all have to play it anyway. The old days when 40 years of continuous service led to a gold watch at age 65 are over. Today, one in five people leaves his or her job every year--that's about 20 million job slots that must be filled each year to see employment totals break even. As the economy "atomizes" and many small growing firms replace declining larger ones, an entrepreneurial experience will be encountered at least once along the way. About 70 percent of the graduates of Harvard Business School end up in a small or midsize business within 10 years of graduation. Characteristics of mobility patterns are then discussed.

TITLE: "New-Age Capitalists"

AUTHOR: Saltzman, Amy

SOURCE: Success. (June, 1987).

ABSTRACT: Major economic events of our time have shaped "The New Competitor." A steady shrinkage of jobs in Fortune 500 companies, amounting to a loss of more than five million jobs since 1970, and a booming and expanding entrepreneurial economy that has created 40 million jobs in the same time frame, has brought about a new breed of business man. Innovation and shared responsibility are more important than loyalty. Interviews were carried out, including the Association of Collegiate Entrepreneurs, to discover philosophical beliefs behind their economic goals.

TITLE: "No Respect"

AUTHOR: Birch, David L.

SOURCE: Inc. (May, 1987).

ABSTRACT: If you think the much-chronicled rise of the service sector signals lower wages, fewer exports and an economy that can't grow, think again. There are service businesses that consume goods and export their offerings with huge success. They are not subservient to manufacturing. They use brains and modern technology to assist companies and help people live their lives in a more satisfactory manner, as do our makers of goods.

TITLE: "Nurturing the Marketing Mentality"

AUTHOR: Ashmore, Dr. M. Catherine

SOURCE: Ideas for Marketing Educators. (November, 1987).

ABSTRACT: The way we think about business may have as much to do with success as our technical skills. It makes the difference between a creative entrepreneurial venture and a static business venture.

Young people are developing expertise in opportunity analysis as they study the competencies in a good marketing education program. They are developing a marketing mentality as they practice the marketing skills.

TITLE: "Occupational Employment Projections: the 1984 to 1995 Outlook"

AUTHOR: Silvestri, George T. and Lukasiewicz, John M.

SOURCE: Monthly Labor Review, vol. 108, no. 11. (November, 1985).

ABSTRACT: Employment trends into the mid-1990's are going to depart from historical trends. Of the three major occupational groups having the largest proportion of workers with a college education or specialized post-secondary technical training are the executives, administrative and managerial workers. Growth in these areas is expected to be 22 percent. The data presented is part of a national industry-occupation employment index.

TITLE: "Ordinary Business"

AUTHOR: Richman, Tom

SOURCE: Inc. pp. 73-77. (May, 1987).

ABSTRACT: Out of the top 100 fastest-growing, small, public businesses, only about 18 do not fit the fast-growth stereotype. These 18 have no unifying themes and are just ordinary businesses that somehow achieved warp-speed.

TITLE: "Part-time Job Fever"

AUTHOR: Cantwell, Lois

SOURCE: Careers. pg. 16. (Spring, 1988).

ABSTRACT: Seventy percent of high school seniors are working part time. This is an important way to get some exposure to the world of work and a place where you can gain some valuable skills to use on your first full-time job. You really need work experience before you land a full-time position.

TITLE: "Privatization: The Entrepreneurial Response"

AUTHOR: Kent, Calvin A., and Wosten, Sandra P.

SOURCE: Entrepreneurship and the Privatizing of Government. pp. 145-157. Quorum Books. (1987).

ABSTRACT: Case studies are presented as examples of how entrepreneurs have responded to the opportunities of privatization. This trend toward privatization not only produces benefits for government in the form of lower expenditures, but also opens the door for the creative genius of the entrepreneur to flourish.

TITLE: "Public Sector Goes Private"

AUTHOR: Dunnigan, J.A.

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: Government cutbacks are creating entrepreneurial opportunities. The private sector can make decisions and apply resources quickly, whereas the government can't.

TITLE: "Relevant Demographic Trends"

AUTHOR: Yin, Robert and Andranovich, Gregory

SOURCE: Career Training. (May, 1987).

ABSTRACT: The article addresses strategic planning for trade and technical schools, taking into consideration demographic changes. People ranging in age from 18 to 24 will have to be dealt with differently by trade and technical schools.

TITLE: "Rent-Free Sales From Home"

AUTHOR: Lagan, Constance Hallinan

SOURCE: Entrepreneur. (February, 1986).

ABSTRACT: In starting a home-based business, don't cut corners. Write a detailed and complete business plan. The business you intend to operate out of your home requires the same degree of planning and preparation as the new GM plant across town! Good tips are given for a home-based business.

TITLE: "RFD, Inc."

AUTHOR: Birch, David L.

SOURCE: Inc. (February, 1988).

ABSTRACT: The column discusses where to go when you want to start a business in a remote location. Remote means a location at least 60 miles away from the nearest metropolitan area of which there are 53 such areas in the United States. Those areas from 1978 to 1987 gave birth to more than 281,000 businesses. The article lists businesses most frequently started in remote places, businesses most likely to survive in remote places, businesses most likely to grow significantly in remote places and rural start-up hot spots. The point is made that starting in a remote place is even tougher, despite technology's capacity to shrink distances. Support services such as a diversity of accountants, bankers, travel agents, copy shops, computer repair services, etc., are missing. Mail order happens to be one of the businesses that does well.

TITLE: "Rolling in Dough" (Entrepreneur of the Month)

AUTHOR: Fuller, Charles

SOURCE: Entrepreneur. (February, 1986).

ABSTRACT: The Morrises launched Teddy's Donuts in July, 1985. Their popularity has grown so quickly that racks filled with donuts early in the morning are sold-out by noon.

TITLE: "Shopping for Dollars"

AUTHOR: Carbone, Dr. T.C.

SOURCE: Management World. pp. 30-33. (March/April, 1988).

ABSTRACT: Advice on short- and long-term funding sources for your business is discussed. It is prudent in the '80s to borrow when you can create leverage or an advantage for yourself. Borrowing is to your advantage when your return is greater than the interest you are paying. Short-term versus long-term financing is also discussed.

TITLE: "Small Business in the Eighties: A Nationwide Movement for Entrepreneurship Education"

AUTHOR: Ross, Novella

SOURCE: Workplace Education. (September/October, 1984).

ABSTRACT: Many forces are working simultaneously toward a common goal: to develop the small-business entrepreneur. In September, 1981, under the authorization of Dr. Robert M. Worthington, the U.S. Department of Education's Task Force for Entrepreneurship Education was organized. Entrepreneurship education is being viewed as a viable strategy to revitalize the economy.

TITLE: "Small Business in the Year 2000"

AUTHOR: Office of Advocacy

SOURCE: U.S. Small Business Administration. (August, 1986).

ABSTRACT: Trends and issues in the year 2000 regarding small business are discussed. These trends are related to types of training needed; who should produce the training; how small business can expand its role in international trade; how to stimulate entrepreneurship, self-employment, small business growth; women's opportunities, etc. Comprehensive.

TITLE: "Small Business Incubators"

AUTHOR: Allen, David N. and Peake, Tripp

SOURCE: Commentary. (Summer, 1987).

ABSTRACT: Managerial skills needed for incubators vary with the three stages of development: start-up, business development and maturity. Incubators can be facilities for small businesses, but also programs. The essential commonality is purpose--to nurture fledgling firms into healthy businesses. Astute observations of incubators are made. Increasingly, incubators can be seen less as a development program, and more as an ongoing organizational managerial problem.

TITLE: "Small Business Speaks"

AUTHOR: Ashmore, Dr. M. Catherine

SOURCE: Ideas for Marketing Educators. (November, 1986).

ABSTRACT: The time is right for a major commitment to this high-interest area of our small-business community. Businesses with fewer than 10 employees represent 85 percent of the business organizations in this country. It is therefore appropriate for entrepreneurship to be fused into marketing education.

TITLE: "Small Business Training: A Negative-Sum Game"

AUTHOR: Schiller, Bradley R.

SOURCE: Challenge. (1983).

ABSTRACT: The author's viewpoint stresses that small business has not taken on the training role willingly. It is difficult for small-businesses to retain the workers they train or to recapture the training costs they incur. These workers, by and large, move on to bigger business. One promising approach is the increased quality and amount of vocational education in the high schools, junior colleges and other institutions. The second is to provide on-the-job training vouchers redeemable for cash to the company. The issue of small business as a training ground for new job entrants is discussed.

TITLE: "Special Report on the Sparse Generation"

AUTHOR:

SOURCE: National Journal. (March 8, 1986).

ABSTRACT: The demographics of the diminished generation is discussed. Forty pages of articles include: "Changing Profiles;" "Calling All Kids;" "In the Mainstream;" "What They Think;" "Paying for Retirement;" "Babes Under Arms;" and "The Thinning Parks."

TITLE: "Stanley Marcus, Chairman Emeritus, Neiman-Marcus"

AUTHOR: Sheridan, Mike

PUBLISHER: Sky. (October, 1986).

ABSTRACT: Marcus's flair for the promotional is now at work in a consulting capacity. He has spent much of his extraordinary life creating a retailing enterprise known throughout the world as the epitome of quality.

TITLE: "Starting Over"

AUTHOR: von Meister, William F.

SOURCE: Inc. pp. 19-20. (May, 1987).

ABSTRACT: Virginia entrepreneur William F. von Meister has founded nine companies. He's rich and he's ready to do it again. Von Meister does consulting work until he comes up with an interesting idea he can develop on his own. "I just look at things and see how they can be improved." Since he doesn't like to run things, he sells out quickly. Administration bores him.

TITLE: "Succession Planning Ideas"

AUTHOR: Ernst & Whinney, reprint from Business Update

SOURCE: Business Update. (Winter, 1987).

ABSTRACT: The demise of family businesses is often traceable to the failure to name a successor. The need for succession planning is discussed. Preserve the assets of the principals to avoid the forced sale of a company.

TITLE: "Summer Job Smarts"

AUTHOR: Serlen, Bruce

SOURCE: Careers. pg. 18. (Spring, 1988).

ABSTRACT: Holding down a full-time summer job can be a valuable growth experience for teens. Among the jobs to be filled are food service, camp counselor, lifeguard, caddy, amusement park work, lawn career, home maintenance, painting, construction, etc.

TITLE: "Superbrat"

AUTHOR: Roman, Mark B.

SOURCE: Success. (October, 1987).

ABSTRACT: Entrepreneurship is how the world is changed, says Fran Jabara, who runs the Center for Entrepreneurship at Wichita State University in Kansas. Michael Dell's story is one of looking at things in a different way. His just-in-time approach gives Dell's company, PC's Limited, crucial mobility. A computer genius at 22.

TITLE: "Technology of Hope"

AUTHOR: Gilder, George

SOURCE: Success. (July/August, 1987).

ABSTRACT: A major thinker tells why a nation's wealth is in the minds of its entrepreneurs. Wealth can no longer be measured in gold. It is now the idea one man dreams up and another wants to buy.

TITLE: "Ten Million More Jobs . . Can Education Make the Difference?"

AUTHOR: Ashmore, Dr. M. Catherine

SOURCE: Ideas for Marketing Educators. (March, 1987).

ABSTRACT: Education can make a difference through vocational programs in secondary schools and community colleges. Entrepreneurship education should encourage students to think critically and commercially, to practice the business-planning process, and to think positively about the possibilities of creating new businesses for themselves so they can create their own futures.

TITLE: "Testing Your Hunches"

AUTHOR: Mancuso, Joseph R.

SOURCE: Success. (April, 1987).

ABSTRACT: Playing a hunch may be very risky. That is why entrepreneurs need substantial data about the appeal of their products to make informed marketing decisions.

TITLE: "The 1986 Harriet Algar Award"

AUTHOR: Konrad, Welecia

SOURCE: Working Woman. (November, 1986).

ABSTRACT: The magazine article rewrites the old myths to create new role models as women business-owners redefine the notion of entrepreneurial spirit.

TITLE: "The Atomic Kid Goes to Washington"

AUTHOR: Andrews, Edmund L.

SOURCE: Success. (June, 1987).

ABSTRACT: Two brothers have become supersalesmen of politics. As owners of Aristotle Industries in Washington, D.C., they are best known as the first and largest suppliers of political-campaign software for IBM and Apple computers. With a whacky instinct for entrepreneurship and chasing things bigger than themselves, the company is now franchising.

TITLE: "The Atomization of America"

AUTHOR: Birch, David L.

SOURCE: Inc. (March, 1987).

ABSTRACT: This is the first in a series of regular monthly columns in Inc. by David Birch.

The degree of atomization is a relatively new phenomenon, Birch states. It is a major structural change in the way America does business. The American economy is breaking into small pieces. Bigger, older companies are getting smaller, and the newer kinds of companies are not getting so big. Smaller families and two-worker households in which one partner can support the entrepreneurial drives of the other certainly fuel this process. In particular, women with better educations and stronger career drives have played a major role in atomization. Of the approximately 10 million enterprises in America, about three million today are owned and managed by women.

Future columns will address this atomization.

TITLE: "The Class of '82"

AUTHOR: Birch, David L.

SOURCE: Inc. (December, 1987).

ABSTRACT: Fast growth usually looks more like a roller coaster than a ramp. Economic statistics show that businesses that stop innovating and taking risks are almost twice as likely to fail as their more adventuresome counterparts.

TITLE: "The Class of '87"

AUTHOR: Posner, Bruce

SOURCE: Inc. (June, 1987).

ABSTRACT: Many MBA graduates are thinking about starting their own businesses and/or going to work in a smaller company where their input can be greater. The 1987 graduating class is looking for challenging opportunities. One third of the graduates say they intend to start their own businesses within ten years.

TITLE: "The Educated Entrepreneurs: A New Era of Entrepreneurial Education is Beginning"

AUTHOR: Ronstadt, Robert

SOURCE: American Journal of Small Business, vol. 10, no. 1 . (Spring, 1987).

ABSTRACT: There is every indication that a beachhead has been established to teach entrepreneurship. The wheel has turned in the entrepreneurial direction, and research is emerging toward an era of entrepreneurship education. Entrepreneurship as a career process is discussed.

TITLE: "The Entrepreneur Test"

AUTHOR: McCormack, Mark H.

SOURCE: Success. (December, 1986).

ABSTRACT: A brief discussion of entrepreneurial questions and answers. Some of the areas questioned: "How disciplined are you?" "What is your idea of maximum achievement?" "Can you do better working for someone else?" "Do you want to be a hero or a winner?"

TITLE: "The Force of Entrepreneurship"

AUTHOR: Bays, Karl D.

SOURCE: Snider Entrepreneurial. (1987).

ABSTRACT: This is the speech given by Karl D. Bays receiving the Award of Merit for Distinguished Entrepreneurship. He discusses rapid change in healthcare, and the fact that risk is part of change. Reacting quickly to changing circumstances is necessary is the mid-'80s. He stresses that entrepreneurship is possible not just in a backroom business, but in large corporations as well. The forces of entrepreneurship are what makes progress possible.

TITLE: "The Games Entrepreneurs Play"

AUTHOR: Mummert, Roger

SOURCE: Success. (April, 1987).

ABSTRACT: The game industry is known for having as many quick strikes as slow, steady successes. "A great idea is only 10 percent creating a game," says Frank Chadwick of Game Designer's Workshop. "You need writers and friends who will play-test it 1000 times."

TITLE: "The Hottest Entrepreneur in America"

AUTHOR: Posner, B., and Burlingham, B.

SOURCE: Inc. (January, 1988).

ABSTRACT: Inc.'s cover story discusses John McCormack's unique approach to managing people. McCormack is a former New York City cop turned Wall Street stock broker who started his company with no previous experience running a business and no formal management training. "Visitors from as far away as Japan come to see how he has done it." He makes his employees feel as though they own the business. His co-founder and president is his wife Maryanne McCormack.

TITLE: "The Inc. 100 Portfolio"

AUTHOR: Hyatt, Joshua

SOURCE: Inc. pp. 58-62. (May, 1987).

ABSTRACT: Behind every fast-growing company is a winning strategy, and the person who devised it. Seven company stories are highlighted with line items about 100 different companies.

TITLE: "The Inc. 100," 1987

AUTHOR:

SOURCE: Inc. (May, 1987).

ABSTRACT: An article about America's fastest-growing small public companies. Giants often flounder when markets change because they fail to see the new opportunities. Is AT&T floundering in the new era of deregulation? Seven young companies on the list are profiting from the same deregulation by providing a wide array of new telecommunications services.

TITLE: "The Jacuzzi Family Saga"

AUTHOR: Sachs, Susan

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: The family endeavor of the jacuzzi is highlighted.

TITLE: "The Loneliness of the Entrepreneur"

AUTHOR: Sachs, Susan

SOURCE: Entrepreneur. (October, 1987).

ABSTRACT: The distinction between being alone for long stretches and being lonely are discussed. If you're feeling lonely, positive aids are given in the article.

TITLE: "The Mission"

AUTHOR: Roman, Mark B.

SOURCE: Success. (June, 1987).

ABSTRACT: In this era of opportunity-chasing, it is easy for companies to lose sight of their original missions. A mission is what a company is supposed to do. These parameters for conducting business must be redefined in small as well as large companies. Crisis is not the time to resort to mission statements.

TITLE: "The Mistake Most Managers Make," from Thirteen Fatal Errors Managers Make, and How You Can Avoid Them

AUTHOR: Brown, W. Steven

SOURCE: Fleming H. Tevell Co. (1985).

ABSTRACT: Good managers are coaches and not quarterbacks. Reasons for short-lived new businesses are presented in this article from a book.

TITLE: "The National Assessment of Vocational Education"

AUTHOR: Silberman, Harriet F.

SOURCE: Vocational Education Journal. (October, 1987).

ABSTRACT: In January, 1988, an interim report was made to Congress providing details on awards of all contracts to carry out the 26 studies planned as part of the National Assessment of Vocational Education. The five areas of study are discussed, and the relationship to the Carl D. Perkins Act. The article provides a current update on specific educational practices and strategies at local sites and the effects on attitudes, competencies and personal growth of students.

TITLE: "The Packaging Investment"

AUTHOR: Special Report on Manufacturing

SOURCE: In Business. pp. 40-41. (April, 1988).

ABSTRACT: What you put around your product is just as important as what is inside. The demise of many new products can be directly attributed to their packaging rather than the products themselves. Not doing enough research is a common mistake of many companies.

TITLE: "The Practice of Innovation"

AUTHOR: Drucker, Peter F.

SOURCE: Entrepreneur. (August 19, 1986).

ABSTRACT: Innovation is the specific instrument of entrepreneurship. It is the act that endows resources with a new capacity to create wealth. Innovation, indeed, creates a resource. There is no such thing as a "resource" until a man finds a use for something in nature and thus endows it with economic value.

TITLE: "The Reluctant Entrepreneurs"

AUTHOR: Kotkin, Joel

SOURCE: Inc. (September, 1986).

ABSTRACT: The reasons for blacks still "stuck" on the bottom rung of the economic ladder are discussed. The West Indian experience indicates that historic and cultural factors, not skin color, best explain the American black's disinclination toward business--American black is a distinction that borders on conviction.

TITLE: "The Rise and Fall of Everybody"

AUTHOR: Birch, David L.

SOURCE: Inc. (September, 1987).

ABSTRACT: "Turbulence is the new fact of business life and we'd better understand what it means." The magnitude of this turbulence and job activity flow within the U.S. economy compels a number of observations which are then discussed.

TITLE: "The Taste of Victory"

AUTHOR: Mehler, Mark

SOURCE: Success. (October, 1987).

ABSTRACT: Ernie Townsend was dead-ended at age 36, but by seizing a hopeless situation he discovered his deep-rooted entrepreneurial spirit. Townsend's story tells how entrepreneurs change as their creations grow.

TITLE: "The Truth About Start-Ups"

AUTHOR: Birch, David L.

SOURCE: Inc. (January, 1988).

ABSTRACT: The column addresses the facts about which businesses are most often started, survive and prosper from the cradle to the grave. Cognetics Database, David Birch's company, has facts on 984,000 companies that were started between 1982 and 1987 and have made it. Birch's company also has information on 512,000 young companies that were started between 1978 and 1982 and tried to survive and prosper during the 1982 to 1987 period.

Contrary to what may be thought about the "rusting of America," nine out of ten industries with the highest odds of significant growth are in manufacturing. In summary: careful thought must be given to what kind of business you want to start.

TITLE: "Three Outstanding Mail-Order Advertising Campaigns"

AUTHOR: Wohl, Barry

SOURCE: Entrepreneur. (February, 1986).

ABSTRACT: Much is known today about the operation of successful mail-order enterprises. Smart business-owners are using this new research to increase their profits. Good mail-order tips are given.

TITLE: "Training for the Strategic Advantage"

AUTHOR:

SOURCE: Institute for the Future. (1987).

ABSTRACT: The 33-page excerpt from the 1987 10-Year Forecast is presented. Environmental factors affecting corporate training are discussed with technology emerging as a key factor. Flexibility of office staffing, plus the realization that small business is growing up, are essential trends to be aware of. New management/ new structures are the quiet evolution.

TITLE: "Value Profiles of Male and Female Entrepreneurs"

AUTHOR: Fernald, Lloyd W. and Solomon, George T.

SOURCE: Journal of Creative Behavior, vol. 21, no. 3, pp. 234-237, (Third Quarter, 1987).

ABSTRACT: Research findings resulted from: (1) a review of the personal demographic data provided by the male and female entrepreneurs responding to a survey, and (2) terminal and instrumental value profiles of the male and female entrepreneurs. Findings that may prove useful, if verified by further research, as a counseling tool for prospective male and female entrepreneurs.

TITLE: "Vocationally-Trained Entrepreneurs are Everywhere"

AUTHOR: Ashmore, Dr. M. Catherine

SOURCE: Ideas for Marketing Education. (May, 1987).

ABSTRACT: Entrepreneurs are not "born"--they "become" through their experiences in life. The area vocation-technical institutes turn out entrepreneurs as well as technically-trained employees. Ninety-eight percent of the entrepreneurial graduates go into businesses related to their vocational programs.

TITLE: "What Do Leaders Believe about Vocational Education?"

AUTHOR: Magisos, Joel H., and Axelrod, Valija

SOURCE: Vocational Education Journal. (October, 1987).

ABSTRACT: One hundred sixty AVA leaders attending the Action '87 Policy Seminar in Washington, D.C., rated their statements of vocational education belief from one (strongly disagree) to five (strongly agree). Disagreement on several issues points out the need for clarification by vocational educators as they prepare for the reauthorization of the national vocational education legislation.

TITLE: "What is an Intrapreneur?"

AUTHOR:

SOURCE: *Newsweek OnCampus*. (October, 1986).

ABSTRACT: This is another installment of The American Express Real-Life Planner. It discusses getting your bright ideas off the ground, getting the job done right, using the light bulb that now-and-then flashes above your head to shed new light on old services, products and methods. It is about harnessing the available resources of your current or future company--financial backing, support staffing, testing, manufacturing, trouble-shooting, marketing--to your bright ideas in order that you might fully realize your potential, and the potential of your company. As the entrepreneurial spirit is making a broad sweep throughout corporate America, we find the emergence of the in-house entrepreneur--or more accurately, the intrapreneur--"intraprises."

TITLE: "What is Human Resource Development, and Why Does It Matter?" from *Serving the New Corporation*.

AUTHOR:

SOURCE: American Society for Training and Development. (1986).

ABSTRACT: No one has yet found a way to measure accurately the size of human resource development, the extent to which it is practiced or the amount of money it costs. Yet, it is a huge enterprise. An ASTD article.

TITLE: "What Tax Reform Means to the Entrepreneur"

AUTHOR: Bobrow, Richard S. and Tracy, Kenneth L.

SOURCE: Ernst & Whinney. (Winter, 1987).

ABSTRACT: The Tax Reform Act of 1986 may have a significant effect on your business. Aspects are discussed in the article. A broadly informational article.

TITLE: "Why HRD Matters to Organizations," from Serving the New Corporation

AUTHOR:

SOURCE: American Society for Training and Development. (1986).

ABSTRACT: There seems to be a renewed recognition of the importance of people, and of the talents and contributions of individuals to a company's success. The importance of training and job-related learning experiences are more important than formal education in determining what a person will earn. An ASTD article.

TITLE: "Wide Open Spaces"

AUTHOR: Birch, David L.

SOURCE: Inc. (August, 1987).

ABSTRACT: Between 1975 and 1985, builders erected 36 percent of all office space ever constructed in the history of America. Now there is too much. This is bad news for developers and lenders, but good news for almost everybody else.

TITLE: "Women as Builders of the Future"

AUTHOR: Masini, Eleonora Barbieri

SOURCE: Future's Magazine. Butterworth & Co. (August, 1987).

ABSTRACT: Women have been marginalized by an industrial society, and this has allowed them to develop and work with their own set of values and priorities. These values make women more adaptable to change and more able to facilitate change. In developing countries this is a very difficult process, as it is in the United States. It is less severe for European women. A good look at woman's entrepreneurial spirit. Good article on the international development of women and current issues.

TITLE: "Wowing your Customers"

AUTHOR: Leonard, Stew

SOURCE: The Journal of Creative Behavior. pp. 193-201. (Third Quarter, 1987).

ABSTRACT: Stew Leonard, with the help of a Small Business Administration loan, and timely advice from his customers, turned his dying home-delivery dairy product route into one of the largest and most successful supermarkets in New England. He shares four simple secrets of business success: 1. satisfy the customer; 2. teamwork gets it done; 3. excellence makes it better, and 4. "wow" makes it fun. This is an edited-for-publication adaptation of his talk to the Third Creativity, Innovation and Entrepreneurship Symposium, May 30, 1986, Framingham, Massachusetts.

TITLE: "Young Founders"

AUTHOR: Aldrich, Nelson W. Jr.

SOURCE: Inc. (August, 1986).

ABSTRACT: Single-minded and successful are two characteristics of young entrepreneurs. If entrepreneurship were a political movement, these young founders would be its hard-liners.

BOOKS AND REPORTS

Due to the general informational nature of reports, the target audience and setting have been omitted.

TITLE: A Basic Guide to Exporting

AUTHOR: U.S. Department of Commerce

SOURCE: U.S. Government Printing Office. (September, 1986).

ABSTRACT: Covers all aspects of exporting including functions before the sale such as exporting strategy and advice, market research, channels of distribution, product preparation, exporting services, making contacts and business travel abroad. "Making the Sale" encompasses selling overseas, pricing, quotations and terms, financing the sale, and export regulations, customs, benefits and tax incentives. "After the Sale" encompasses documentation, shipping, logistics, getting paid, after-sales service and beyond exporting. A useful appendix is also included. A useful book that is very readable and filled with information for exporting.

TARGET AUDIENCE: Business Owners
Educators (All)
Students

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: A Survey of State Mandates for Economic Instruction, 1985-1986

AUTHOR: Brennan, Dennis C.

SOURCE: Joint Council on Economic Education.

ABSTRACT: A summary of state mandates for economic instruction is presented. Free enterprise is part of this instruction and obviously related directly to entrepreneurship. A state-by-state summary is given. Three articles are also attached: "Maddening Labor Mismatch," Time, 1986; "Small Business Training," Challenge, 1983; and a "A New Twist on an Old Cause," Inc., January, 1984.

TARGET AUDIENCE: Educators (All)
Administrators

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: A Tribute to Small Business
AUTHOR:
SOURCE: Pacific Bell Directory

ABSTRACT: The 1986 White House Conference on Small Business sparked a creative vigorous examination of issues critical to America's small business entrepreneurs. At the National Conference, 1813 delegates from across the country formulated for the President and the Congress a set of sixty detailed policy recommendations. These recommendations are detailed in this publication and constitute an impressive agenda for the future of the U.S. economy.

The second half of the directory details small business resources. Private sector resources, selected small business-related trade associations, federal assistance resources and state business development agencies are included.

TARGET AUDIENCE: General Population
Business Owners
Educators (All)
Teacher Educators
Administrators
Teachers/Instructors
Students

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: All You Need to Know about Banks

AUTHOR: Cook, John A., and Wool, Robert

SOURCE: Bantam Books. (1983).

ABSTRACT: This book demystifies the methods and tactics of banks and reveals information so that the reader need never be intimidated by banks or bankers again. With the confidence and knowledge acquired from this book you can make banks treat you and your money with respect A book targeted to entrepreneurs in need of banking information.

TARGET AUDIENCE: Business Owners
Educators (All)
Students
Entrepreneurs

SETTING: Four Year College
Community College

TITLE: Anatomy of a Business Plan

AUTHOR: Pinson, Linda and Jinnett, Jerry

SOURCE: Out of Your Mind. . . . And into the Marketplace. (1987).

ABSTRACT: Three critical facts surface when considering a business plan. First, all lending institutions require a business plan. Second, all businesses need a business plan and third, few people know how to write a business plan. The goal of the book is to take away the mystery of a business plan and to give the reader a clear, concise and easy-to-understand format that will assist in preparing a plan that will aid the new business owner in planning for start-ups or as a currently-operating business owner who needs a vehicle for implementing changes throughout the life of the business.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Business Traveler's Guide

AUTHOR: Crandell, Susan (Ed.)

SOURCE: American Express Publishing Corporation. (1988).

ABSTRACT: A guidebook that deals with the realities of doing business abroad. It focuses on 15 major cities, from London to Hong Kong, and answers the key questions that concern American executives on the foreign circuit. Business entertaining is discussed as well as names, addresses and phone numbers of key business contacts.

TARGET AUDIENCE: Business Owners
Educators (All)
Entrepreneurs

SETTING:

TITLE: Calculated Risk - A Guide to Entrepreneurship

AUTHOR: Greenfield, W. M.

SOURCE: D.C. Heath & Co. (1986).

ABSTRACT: The book offers a step-by-step guide to what you have to do to put together a practical, workable business plan for a prospective business. Calculated Risk provides a survey of basic small business principles and practices in an easy-to-read, easy-to-understand style and format.

TARGET AUDIENCE: General Population
Business Owners
Educators (All)
Teachers/Educators
Administrators
Teachers/Instructors
Students
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Computers in Small Business

AUTHOR: Rumberger, Russell W., and Levin, Henry M.

SOURCE: Institute for Enterprise Advancement. (August, 1986).

ABSTRACT: Small business is a consumer as well as a producer of technology. As a result, the process by which small business "consumes" new technologies is not only important to small business, but to a broad spectrum of interests concerned with national productivity, as well. The purpose of the survey was to ascertain a variety of information about the uses of computers in the nation's small businesses, including the extent and type of computer investment, uses, education and training needs, and impacts and benefits. The executive summary highlights the major findings from the 2,813 usable questionnaires that were returned.

TARGET AUDIENCE: Educators (All)
Administrators

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Crisis Management: Planning for the Inevitable

AUTHOR: Fink, Steven

SOURCE: AMACOM - Division of American Management Association. (1986).

ABSTRACT: A crisis can strike any business at any time. The common denominator aspects of all crises, large and small, are identified. Managing through each crisis stage is discussed.

TARGET AUDIENCE:
Educators (All)
Teacher Educators
Administrators
Teachers/Instructors
Students
Entrepreneurs

SETTING:
Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: The Development Triangle: Community College Assistance for Economic Growth

AUTHOR: McNett

SOURCE: Northeast-Midwest Institute.

ABSTRACT: College's participation in the economic development process may become even more important in the future, due to changing demographics. The community college will play a big role in the process. Programs of entrepreneurship training for budding business owners and technical training for more experienced company managers now are vital community college offerings. Excellent recommendations for community colleges. Examples of various programs are given.

TARGET AUDIENCE:
Teacher Educators
Administrators
Teacher Instructors
Students

SETTING:
Community College
Four Year College

TITLE: Economic Value of Entrepreneurship

AUTHOR: National Entrepreneurship Education Consortium

SOURCE: The National Center for Research in Vocational Education. (1986).

ABSTRACT: The National Center for Research in Vocational Education, in partnership with the National Entrepreneurship Education Consortium, has developed a publication on the economic value of entrepreneurship. Through three papers the roles that education can play in strengthening the economy through support of entrepreneurship are highlighted. Excellent basic economic understandings are discussed and the role for entrepreneurship.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Education in Rural America

AUTHOR: Sher, Jonathon P. (Ed.)

SOURCE: Westview Press. (1977).

ABSTRACT: The rejuvenating of rural America is discussed as a long-term and formidable process. The problems besetting rural America are simply too personal, variable and heavily determined by local circumstance to be amenable to solution by any single reform strategy. A small set of key reforms that are effectively well-focused, powerful and yet modest enough to be realizable in the foreseeable future are presented. Entrepreneurship is not discussed, but backgrounds of people in a rural setting are detailed as well as the needs. . . . Entrepreneurship is a way to start action.

TARGET AUDIENCE: General

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Effective Small Business Management

AUTHOR: Scarborough, Norman M., and Zimmerer, Thomas W.

SOURCE: Merrill Publishing Co. (1988).

ABSTRACT: The book contains the tools that will, with skillful application, convert the novice entrepreneur into an effective small business executive. The authors focus on practical aspects of successfully launching and managing a small enterprise. Comprehensive coverage of relevant topics is presented in an easy-to-understand fashion.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College

TITLE: Employee Training in Small Business

AUTHOR:

SOURCE: Office of Advocacy, U.S. Small Business Administration. (July, 1986).

ABSTRACT: Sixth in a series of Issue Alerts on key concerns of delegates to the National White House Conference on Small Business. Small businesses are presently providing most initial work experience and training opportunities. Should government policies encourage small business employers to provide increased training? The issue is addressed. Federal legislation in relationship to small business is also discussed.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Encyclopedia of Entrepreneurship

AUTHOR: Kent, Calvin A., Sexton, Donald L., and Vesper, Karl H.

SOURCE: Prentice-Hall, Inc. (1982).

ABSTRACT: A comprehensive summary of entrepreneurship (research to the date of publication) is presented. Observations about the most likely directions for further research is then discussed in the final chapter. An invaluable bibliography of 27 pages is included. Excellent research tool.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Two Year College
Four Year College
Community College

TITLE: Enterprise and the Scope of the Firm

AUTHOR: Silver, Morris

SOURCE: Martin Robertson. (1984).

ABSTRACT: The study proposes an explanation of vertical integration and disintegration in terms of entrepreneurial innovation and the consequent rise and fall of information transmission costs. The entrepreneur produces new economic ideas (new information) and gains control over the productive inputs necessary to implement them. Chapter One - "Entrepreneurship: An Introductory Perspective."

TARGET AUDIENCE: Educators (All)

SETTING: Post-Secondary

TITLE: Entrepreneurship and National Policy

AUTHOR: Vesper, Karl H.

SOURCE: Heller Institute for Small Business Policy Paper. (1983).

ABSTRACT: This timely monograph sharpens and broadens a reviewer's understanding of entrepreneurial activity by enumerating and elaborating upon its economic, personal, and social aspects. It concludes with constructive suggestions for national policy initiatives that would encourage and enable more business start-ups, and call for an "evolutionary approach" to policy-making. Dr. Vesper is called the "dean of entrepreneurial studies."

TARGET AUDIENCE:
Business Owners
Educators (All)
Administrators
Students
Entrepreneurs

SETTING:
Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Entrepreneurship and the Privatizing of Government

AUTHOR: Kent, Calvin A. (Ed.)

SOURCE: Quorum Books. (1987).

ABSTRACT: The book is a collection of original essays by internationally recognized scholars in economics, government, and management on the correlation between privatization and entrepreneurship. The editor states, "Perhaps the best hope for sustained growth in the developed world and for breaking the cycle of poverty in the less developed world lies in unleashing the entrepreneurial talents of the people. Privatization is a major step in that process."

TARGET AUDIENCE:
Business Owners
Educators (All)
Administrators
Students
Entrepreneurs

SETTING: General

TITLE: Entrepreneurship and Self-Employment Training

AUTHOR: Nelson, Robert E. (Ed.)

SOURCE: Information Office—Asian Development Bank. (1986).

ABSTRACT: Issues found in implementing training programs for entrepreneurship and self-employment are presented through papers by various authors and speakers at the Regional Workshop on Training for Entrepreneurship and Self-Employment, August 4 through 10, 1986, Manilla, Philippines. Excellent reference sources for a bibliography on entrepreneurship.

TARGET AUDIENCE: Teacher Educators
Administrators
Teachers/Instructors
Students

SETTING: Two Year College
Four Year College
Community College

TITLE: Entrepreneurship Education

AUTHOR: Belcher, James O., and Warmbrod, Catherine

SOURCE: The National Center for Research in Vocational Education - Options Expanding Educational Services for Adults. (1987).

ABSTRACT: The materials in this monograph were synthesized from a number of documents developed by the National Center for Research in Vocational Education. Program planning factors, resources for the program developer SBA regional offices, Small Business Institute Programs by city and state, and Small Business Development Centers (SBDC) are all included in the appendices. Source documents are listed at the end. Materials, strategies and resources needed to develop an entrepreneurship education program are presented here.

TARGET AUDIENCE: Educators (All)

SETTING: Secondary
Secondary Vocational
Post Secondary Technical
Post Secondary
Community College
Four Year College

TITLE: Entrepreneurship for the Eighties

AUTHOR: Baty, Gordon B.

SOURCE: Reston Publishing Co., Inc., a Prentice Hall Co.
(1981).

ABSTRACT: The book gives you the experience-tested techniques for not only starting your own business, but all the way up to "exiting" your company when you're well off and successful. Excellent bibliographies follow each chapter.

TARGET AUDIENCE: Business Owners
Teachers/Instructors
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Entrepreneurship for Women--An Unfulfilled Agenda

AUTHOR: Eliason, Carol

SOURCE: The National Center for Research in Vocational Education - Information Services, No. 221. (1981).

ABSTRACT: The characteristics and needs of the small business owner are discussed. Two programs funded by the Small Business Administration are highlighted. The first is a model screen of potential candidates for intensive technical assistance and training. The second, developed by the AACJC, will be offered at 33 sites in the National Community College and Small Business Training Network. This is a first of many studies to be researched and developed around the woman entrepreneur. Each is necessary and exerts a positive input into the entire project.

TITLE: Educators (All)
Administrators
Students

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Entrepreneurship: The Key to Economic Growth

AUTHOR: Butler, Stuart M. and Dennis, William J., Jr. (Eds.)

SOURCE: The Heritage Foundation. (1986).

ABSTRACT: The book is a valuable primer for those wishing to understand the nature of entrepreneurship, and essential reading for those who have to make political decisions affecting the nation's entrepreneurs. It is felt that entrepreneurship must be a national priority.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: High School
Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: ERIC Update on Entrepreneurship--Bibliography Series No. 9

AUTHOR:

SOURCE: The National Center for Research in Vocational Education. (1987).

ABSTRACT: The Educational Resources Information Center (ERIC) Clearinghouse on Adult Career and Vocational Education is one of 16 clearinghouses in a nationwide information system that is funded by the U.S. Department of Education Office of Educational Research and Improvement. Each year the clearinghouse selects topics of current interest, conducts ERIC computer searches, and develops publications in this update series. These publications are a way of sharing the results of major ERIC searches with many users at a cost lower than individual searches.

TARGET AUDIENCE: Educators (All)
Administrators
Students

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Expanding into Exports

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide deals with export opportunities, strategies, and assistance. Answering the basic questions it includes a questionnaire that lets you assess your readiness to export and suggests how to enhance your export potential.

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: Exporter's Guide to Federal Resources for Small Business

AUTHOR:

SOURCE: Interagency Task Force on Trade. (1988).

ABSTRACT: A basic tool for exporters codifying in a single volume all of the support programs available to exporters. Lists the agencies and departments that administer the programs and gives the names of individuals responsible for their implementation. A reference that will introduce to you the vast array of incentives your government has available to help you, the small business owner, so you can once again make products imprinted with "Made in the U.S.A." accepted as the standard of value and excellence around the globe. Excellent resource book including summaries of agency programs, agency contacts for international trade, speakers bureau, and bibliography.

TARGET AUDIENCE: Business Owners
Educators (all)
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Exportise

AUTHOR: Rennie, John (Project Manager)

SOURCE: Small Business Foundation of America. (1987).

ABSTRACT: A comprehensive source book that serves the purpose of introducing the small-business manager to this field of exporting. A comprehensive reference source which introduces as many facets of the field as possible, and then lists auxiliary sources of more detailed information, if that depth of knowledge is needed.

TARGET AUDIENCE: Business Owners
Educators (All)
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Financing Your Business

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide deals with financing the business, getting funds either for a start-up situation, for the operations of a going concern or for expansion. It tells you where to go to get funds, what you must know about your business to get them, how you can prepare to get them and what they will cost. It answers the basic questions, leading off with a self-assessment chart rating your business's ability to get funds.

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: Getting Government Help

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide deals with getting federal government help, including where to go and with whom to talk. It answers basic questions, leading off with brief answers to key questions you may have: "What can the government do for my business? Do I qualify for help?" and "How can I use this book?"

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: Going for It: How to Succeed as an Entrepreneur

AUTHOR: Kiam, Victor

SOURCE: William Morrow & Co. (July, 1986).

ABSTRACT: Victor Kiam is known to millions of television viewers as the man in the Remington razor commercial who says, "I liked it so much, I bought the company." For Kiam, entrepreneurs are those who understand there is little difference between obstacle and opportunity, and are able to turn both to their advantage.

TARGET AUDIENCE: General Population

SETTING: Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Good-Bye, Job, Hello Me

AUTHOR: Waxler, Myer and Wolf, Robert L.

SOURCE: Scott, Foresman & Co. (1987).

ABSTRACT: If you're thinking about starting your own business, this book will point you in the right direction. The authors offer a positive, yet practical message with hands-on advice as to assessing your skills, writing a business plan, researching your market, choosing the right location and selling yourself. By being your own boss, limitless opportunities open up. A business plan outline--the blueprint for success--is presented to aid in the building of a sound business.

TARGET AUDIENCE: Business Owners
Educators (All)
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Her Own Business

AUTHOR: Wilkens, Joan

SOURCE: McGraw-Hill Book Co. (1987).

ABSTRACT: Cultural issues, family background, education and experience are examined in the ways they affect a woman entrepreneur's viability. Practical problems as well as psychological and economic barriers to break through are examined. This comprehensive volume covers all the steps from start-up to running a thriving business. It contains an outstanding bibliography. The book is based on information collected from 117 women business owners around the United States. It is the first book to examine the psychology of the entrepreneurial woman.

TARGET AUDIENCE: General Population
Educators (All)
Students

SETTING: Two Year College
Four Year College
Community College

TITLE: High Schools and the Changing Workplace - The Employer's View

AUTHOR: Committee and Panel Report

SOURCE: National Academy Press. (1984).

ABSTRACT: The report's purpose is to define the education competencies that will be needed by the high school graduate for success in the workplace both at entry level and throughout a 45- to 50-year career in a constantly changing economic environment.

TARGET AUDIENCE: Teacher Educators
Administrators
Teacher Instructors
Students

SETTING: Secondary
Secondary Vocational

TITLE: How to Set Up Your Own Small Business

AUTHOR: Fallek, Max

SOURCE: American Institute of Small Businesses. (1985).

ABSTRACT: A 20-chapter loose-leaf manual (two volumes) that provides a worthwhile first step in opening a business. The information can go a long way toward reducing uncertainty in a small business venture by giving the reader ideas of what might be expected.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: How to Start Your Own Business. . . . And Succeed

AUTHOR: Kuriloff, Arthur H., and Hemphill, John M., Jr.

SOURCE: McGraw-Hill. (Revised Edition, 1981).

ABSTRACT: The book gives the reader a firm basis for starting and succeeding in his or her own business. A step-by-step analysis of running a business is presented complete with exercises at the end of each chapter to assist the reader in concrete business planning. Worksheets are provided at the end of each chapter. These are aimed at helping the reader understand and write a specific part of the plan for his or her prospective business.

TARGET AUDIENCE: Business Owners
Teacher Educators
Teachers/Instructors
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: How to Write a Successful Business Plan

AUTHOR: Brooks, Julie K., and Stevens, Barry A.

SOURCE: AMACOM. (1987).

ABSTRACT: The total process of the development of a business plan is discussed. Even if the audience of your plan is only you and perhaps others inside the firm, it is a powerful document that can help you succeed. The plan is a process that helps your company grow, to increase profits or to develop and market a product idea or service. One important result of this process is a document that describes how you plan to achieve specific business objectives and milestones. The process is the key.

TARGET AUDIENCE: Students
Entrepreneurs

SETTING: General

TITLE: In Search of Excellence

AUTHOR: Peters, Thomas J., and Waterman, Robert H., Jr.

SOURCE: Warner Books, Harper & Row. (1982).

ABSTRACT: A source to learn how the best-run companies in America use eight basic principles to stay on top of the heap! Fourteen companies with no universality of product line were chosen. Each is a hands-on operator, not a holding company or a conglomerate. Interesting to note that these companies have/had strong leaders who helped make the company strong in the first place. Entrepreneurial thinking is encouraged.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Innovation and Entrepreneurship

AUTHOR: Drucker, Peter F.

SOURCE: Harper & Row. (1985).

ABSTRACT: The book represents innovation and entrepreneurship as purposeful tasks that can be organized--are in need of being organized--as systematic work. It treats innovation and entrepreneurship as part of the executive's job, and what society must look at as a normal, steady, and continuous process. This is not a "how-to" book. Innovation and entrepreneurship are linked to the economy and are related to society.

TARGET AUDIENCE: Business Owners
Educators
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Innovation Policies: An International Perspective

AUTHOR: Sweeney, Gerry

SOURCE: Frances Printer Ltd. (1985).

ABSTRACT: The entrepreneur is the focal point of a systematic innovation policy. It is his investment in industrial innovation that creates economic wealth. Measures and programs adopted by the government should be so formulated and implemented that they provide direct and harmonious support to the entrepreneur. They only work when they stimulate the innovative drive of a multitude of entrepreneurs and a ferment of entrepreneurial activity.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Issue Alert: Innovation in Small Firms

AUTHOR:

SOURCE: Office of Advocacy, U.S. Small Business Administration. (July, 1986).

ABSTRACT: Smaller firms have proven to be leaders in innovation. Researchers have documented the strong motivation of the inventor-entrepreneur. Financial rewards are reinforced by the desire for independence, the creative drive, and the need for recognized achievement. Dedicated innovators are not as easily blocked by major obstacles as are professional managers. Other research findings are discussed and well-documented. The Small Business Innovation Research Program is discussed.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Making America Work Again: Jobs, Small Business and the International Challenge

AUTHOR: The National Commission on Jobs and Small Business

SOURCE: The National Commission on Jobs and Small Business. (1987).

ABSTRACT: The report addresses the values of the entrepreneur and the industry of our workforce as genuine assets in the search for necessary change and renewal. By presenting a realistic assessment of where the United States stands, the report offers the country the opportunity to rethink the potential of entrepreneurs and small business as a force for economic growth.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Management of Small Business: Guidelines for the Beginning Entrepreneur

AUTHOR: Carey, Leo J.

SOURCE: F. E. Braswell Co., Inc. (1987).

ABSTRACT: The experience on which this book is based was gained by turning a failing business into a growing market and into a highly successful and profitable operation. Efficiency makes the difference between profit and loss. How marketing and management practices are applied on a daily basis will determine the degree of efficiency. The bottom line of profit or loss is the name of the game. The author's focus is on the uniqueness of management and marketing that is applicable to small business. A question and answer guide for teaching is provided.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Community College
Four Year College

TITLE: Marketing with Facts

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide deals with how marketing information can be used to enhance opportunities for profit. Such topics as "The Foreign Language of Marketing," "Organizing a Marketing Mix," "Where the Burgers Are," and "The Horizons of Marketing" are covered.

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: The Marketing Imagination

AUTHOR: Levitt, Theodore

SOURCE: Free Press. (1983).

ABSTRACT: The new edition of this book has expanded into "The Globalization of Markets." No business, however, big or small, is exempt from global competition. Other topics such as innovative imitation, exploiting product life cycles, relationship management, the marketing of tangibles and intangibles, and the industrialization of service are covered.

TARGET AUDIENCE: Business Owners
Educators (All)
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Megatrends

AUTHOR: Naisbitt, John

SOURCE: Warner Books. (1982).

ABSTRACT: The author presents a new way of looking at the future. Ten directions that are transforming our lives are discussed. We have moved from a managerial society to a self-help society where the entrepreneurial explosion is taking place. Knowledge networking is now fundamental to women and their option explosion. A basic trendsbook for all enlightened audiences. A must to read.

TARGET AUDIENCE: General Population
Educators (All)
Administrators
Students
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Model Entrepreneurship Programs

AUTHOR: Ross, Novella, and Kurth, Paula

SOURCE: The National Center for Research in Vocational Education. (1986).

ABSTRACT: A compilation of model programs in entrepreneurship among states that belong to the National Entrepreneurship Education Consortium. Curriculum examples, course descriptions, and network descriptions form the content of the model programs. To facilitate the use of the document, the programs are indexed by states in alphabetical order. Ten states have contributed information on their individual programs: Colorado, Illinois, Minnesota, New Jersey, New York, Ohio, Oklahoma, Oregon, Tennessee and Wisconsin.

TARGET AUDIENCE: Educators (All)
Teacher Educators
Teacher Instructors
Administrators

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College

TITLE: National Survey of Entrepreneurial Education

AUTHOR: Solomon, George T. (Ed.)

SOURCE: U.S. Small Business Administration. (October, 1986).

ABSTRACT: A six-volume set of books that itemizes, state-by-state, entrepreneurial education programs. Course descriptions, syllabi, and program announcements for selected seminars and conferences from 418 organizations including high schools through two- and four-year colleges and universities that responded to the survey from the U.S. Small Business Administration are presented.

TARGET AUDIENCE: Educators (All)
Administrators

SETTING: High School
Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: New Directions for Vocational Education at the Secondary Level

AUTHOR: Kadamus, James A., and Daggett, Willard R.

SOURCE: The National Center for Research in Vocational Education. (1986).

ABSTRACT: Vocational education exists in an informational society today. Major changes are transforming society and all of vocational education must modify or restructure existing programs to meet the changing needs of society. Entrepreneurship is affected by all of these changes. The report gives the background information on change applicable to entrepreneurship.

TARGET AUDIENCE: Educators (All)
Administrators
Teacher Educators
Teachers/Instructors

SETTING: Secondary
Secondary Vocational

TITLE: New York State Survey of Entrepreneurial Education

AUTHOR:

SOURCE: University at Albany--State University of New York.
(Spring, 1987).

ABSTRACT: This is a directory of educational opportunities for entrepreneurs and small business owners in the state of New York. The report was compiled by the Two-Year College Development Center, University at Albany--State University of New York. The purpose of the publication is to identify the educational offerings tailored to the special needs of the entrepreneur. The directory is comprised of data from 112 New York institutions. Excellent educational resource directory for the state of New York.

TARGET AUDIENCE: Educators (All)
Administrators
Teacher/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Out of Your Mind . . . and Into the Marketplace

AUTHOR: Pinson, Linda and Jinnett, Jerry

SOURCE: Out of Your Mind ... and Into the Marketplace. (1987).

ABSTRACT: The book was written in the hopes that it will provide the small and home-based business entrepreneur with all of the information, forms and worksheets needed for business start-up and development into a successful operation. Home-based businesses are featured in a separate chapter where issues such as distracting friends and how not to work day and night are addressed.

Each chapter contains forms that can be duplicated for individual use along with charts and tables that help in establishing a business plan.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post Secondary Technical
Two Year College
Four Year College
Community College

TITLE: Planning Your Business

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide deals with business planning to meet your own needs or the demands of outside lenders or investors. It suggests what to include in your business plan, how to develop the contents and how to broaden and otherwise improve your analysis. It answers the basic questions leading off with a self-assessment chart rating your need for a business plan.

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: Prepare for Success: How to Start a Village Business

AUTHOR: Hoffman, David

SOURCE: The Village Entrepreneurship Project--Community Enterprise Development Corporation. (1985).

ABSTRACT: This book was written for those interested in starting a village business in Alaska and how to make it succeed. The basic elements of starting and running a successful business are covered. It will also steer the reader to other sources of assistance. An introductory booklet with good reference sources.

TARGET AUDIENCE: Students
Alaskan Population

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Proceedings: The 5th Annual National Entrepreneurship Education FORUM

AUTHOR: Bebris, John M. (Ed.)

SOURCE: The National Center for Research in Vocational Education. (June, 1987).

ABSTRACT: The proceedings consist of informational speeches on entrepreneurship, entrepreneurship educational plans formulated in various states, a list of FORUM participants and a report by the Office of Advocacy, U.S. Small Business Administration, August, 1986, on what we might expect small business to be in the Year 2000. The "now" in terms of entrepreneurial programs and the future of small business are addressed.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College

TITLE: Recordkeeping

AUTHOR: Pinson, Linda and Jinnett, Jerry

SOURCE: Out of Your Mind ... and Into the Marketplace. (1988).

ABSTRACT: Two businesses having the same product, same number of sales, same unit cost of production and the same unit sales price of the product can have different end results. The company that takes advantage of invoice discounts, evaluates production and decreases unit cost, keeps a good petty cash record to decrease reportable net income and decreases theft through inventory control will be synergistic (2 + 2 = 5).

The purpose of the book is to help the reader develop a basic understanding of the business recordkeeping. The authors' ultimate goal is to lead the reader step-by-step through the logical sequence of setting up records and seeing the interrelationship of records, statements and income tax accounting.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: Reports You Need to Manage Your Business

AUTHOR: Price Waterhouse

SOURCE: Price Waterhouse. (1987).

ABSTRACT: This guide, one of a series for smaller businesses and entrepreneurs, is about information needed to manage and control your business, and the support this information can provide. It is based on the results of a survey of smaller-business owners regarding the management reports they use. The guide gives examples of such reports and discusses why they are important to effective "hands-on" management.

TARGET AUDIENCE: Business Owners
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary Technical
Community College
Four Year College

TITLE: Risk to Riches: Women and Entrepreneurship in America

AUTHOR: Fraser, Edie (Ed.)

SOURCE: Institute for Enterprise Advancement. (1986).

ABSTRACT: The new wave in the American economy--that of women entrepreneurs--is surveyed by the National Federation of Independent Business. Common characteristics of 1,300 women were identified and 85 leading women in 20 work categories were chosen to be honored in the book. Interesting history of entrepreneurs is presented.

TARGET AUDIENCE: General Population
Business Owners
Educators (All)
Administrators
Teachers/Instructors
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Running Your Own Business

AUTHOR: Flexman, Nancy A., and Scanlan, Thomas J.

SOURCE: Argus Communications. (1982).

ABSTRACT: The book guides you in evaluating and then improving the seven personal development steps that are essential to the successful entrepreneur. Inner-control, planning and setting goals, perception and feedback, risk taking, innovation, decision-making and human relations are detailed. These skills in combination with technical and managerial skills are keys to entrepreneurship. A good reference for looking at one's own entrepreneurial skills and abilities. These are personal skills used in all facets of life.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Rx for Advertising

AUTHOR: Bruneau, Edmond A.

SOURCE: Boston Books. (1986).

ABSTRACT: Practical advertising fundamentals that can save time and money are presented in this handy reference guide. The advertising plan and the positioning of your business is vital to the small business owner. Reading the book will not make you an expert, but you'll know what questions to ask those who claim expert status.

TARGET AUDIENCE: Business Owners
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Two Year College
Four Year College
Community College

TITLE: Small Business in America: The Year 2000 and Beyond

AUTHOR: Naisbitt Group

SOURCE: Institute for Enterprise Advancement. (1986).

ABSTRACT: The outlook for small business is optimistic despite problems such as labor shortages, rising personnel costs and escalating competition both domestically and abroad. It is apparent that small business is an integral part of this country's economy, stability and character. The small business environment of tomorrow is being shaped by dramatic shifts in demographics, economic and social values.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College

TITLE: Small Business Problems and Priorities

AUTHOR: Dennis, William J., Jr.

SOURCE: Institute for Enterprise Advancement. (1986).

ABSTRACT: This is the second Small Business Problems and Priorities study that the National Federation for Independent Business Research and Education Foundation has sponsored. It is unique in two respects. First, the survey's size permits comparisons and contrasts among various subpopulations, e.g. urban vis-a-vis rural small business. Secondly, the problems and priorities of the entire firm are assessed, thereby permitting evaluation of the interplay between the small business economy and the small business management. Perhaps the most representative group of small business owners ever assembled has evaluated small business problems and priorities.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Small-Time Operator

AUTHOR: Kamoroff, Bernard

SOURCE: Bell Springs Publishing. (1987).

ABSTRACT: A how-to, technical manual on starting your own small business, keeping the books, paying your taxes, and staying out of trouble. Section 6 of the book has a full year's worth of income and expenditure ledgers, year-end summaries, depreciation worksheets, credit, payroll and equipment ledgers, professionally drawn to the author's specifications.

TARGET AUDIENCE: General

SETTING: General

TITLE: Starting a Home-Based Business

AUTHOR: Rice, Frederick H.

SOURCE: Small Business Development Center - Kansas State University. (1986).

ABSTRACT: A small book that deals with businesses that can be started in your home. The development, organization and launching of your own enterprise is detailed in simple and concrete terms. Sources of assistance for going into business, are usefully presented with case histories at the end of the book.

TARGET AUDIENCE: Educators (All)
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Take a Chance to be First: A Guide to Success for the Entrepreneur

AUTHOR: Avis, Warren

SOURCE: McMillan Book Clubs, Inc. (October, 1986).

ABSTRACT: "The feeling of power that comes with building and running a thriving business is more energizing than any drug known to man," so says Warren Avis. His name is practically synonymous with entrepreneurial success. He started businesses and made millions many times over. As he tells how he did it, including the blunders, Avis shows how aspiring entrepreneurs can get started and keep climbing in any kind of business.

TARGET AUDIENCE: General Population
Business Owners
Educators
Teacher Educators
Administrators
Teachers/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: The American Entrepreneurial and Small Business Culture

AUTHOR: Jackson, John E.

SOURCE: Institute for Enterprise Advancement.

ABSTRACT: There are four sections in this study to benchmark American public attitudes toward small business owners and entrepreneurs, as well as its attitudes toward the values and conduct considered essential to small business formation, operation and growth. The first section analyzes public perceptions of the importance of job creation as a public issue and how important new small and large business, respectively, are in creating jobs and economic opportunity. The second section asks people to assess whether entrepreneurs and small business owners have political influences. The third section discusses individual responses to questions on small business ownership, and sons or daughters becoming involved. The final section analyzes respondents' perceptions of how hard it is for them and for different types of people to start their own businesses and have them succeed. The study shows that entrepreneurs and small business owners are not as widely recognized for their contribution to economic growth as they themselves and some data would portray.

TARGET AUDIENCE: Teacher Educators
Administrators
Teachers/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: The Business of Service Business

AUTHOR: Women's Economic Development Corporation

SOURCE: Women's Economic Development Corporation.
(November, 1986).

ABSTRACT: The workbook covers many aspects of operating a service business. It is presented in the format of a business plan and is intended to assist you in writing your own plan. A model business called Dalton Office Services is used throughout the workbook. Four sections are covered in the workbook: 1. assessment of skills and ideas; 2. marketing; 3. finance and 4. management.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary
Community College
Four Year College

TITLE: The Business Planning Guide

AUTHOR: Bangs, David H., Jr.

SOURCE: Upstart Publishing Co., Inc. (1985).

ABSTRACT: An updated handbook to help you design, write and use a business plan and a financial proposal tailored to your specific business needs. A must to read if contemplating starting a business. The author feels that a good business plan that is updated periodically makes the most powerful financing proposal a small business can have.

TARGET AUDIENCE: Teachers/Educators
Teachers/Instructors
Students
Entrepreneurs

SETTING: All

TITLE: The Entrepreneur's Guide to Capital

AUTHOR: Lindsey, Jennifer

SOURCE: Probus Publishing. (1986).

ABSTRACT: Techniques with stock, debt, partnerships, foreign markets, organizational methods, reorganization techniques, and short-term techniques are discussed. Hundreds of financial, legal, investment and accounting professionals have added vital information to the emerging body of knowledge available to entrepreneurs who need to recapitalize their businesses. A glossary is available at the beginning of each section, which is most helpful. The typeface is bold and easily read. The guide is written in handy reference format.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: The Global Economy Today, Tomorrow, and the Transition

AUTHOR: Didsbury, Howard F., E.D.

SOURCE: World Future Society. (1985).

ABSTRACT: The book is a compendium of papers prepared in conjunction with a special conference of the World Future Society, "The Global Economy Today, Tomorrow and the Transition" held in Washington, D.C., August 8 and 9, 1985. The papers focus on a variety of global economic challenges. They have been separated into eight sections to assist the reader. The sections are 1. The World Economy: European Overviews; 2. The Problem of Unemployment; 3. The Search for Appropriate Development Models; 4. Debt and World Trade; 5. Asian-Pacific Economic Developments; 6. Oil: Past and Future; 7. Formulas for Productivity Growth; 8. Conventional Economic Assumptions Questioned. An advanced book on economics and bioeconomics within the world structure.

TARGET AUDIENCE: Educators
Administrators
Students

SETTING: Community College
Four Year College

TITLE: The Greater Philadelphia Women's Yellow Pages

AUTHOR: Fisher, Ellen T. (Ed.)

SOURCE: The Greater Philadelphia Women's Yellow Pages. (1986).

ABSTRACT: A compilation of women business-owners and professionals in the Delaware Valley. The idea has grown, and there are now more than 40 Women's Yellow Pages across America. This may be an idea for you! The National Association of Women's Yellow Pages is located at P.O. Box 66093, Los Angeles, California, 90066.

TARGET AUDIENCE: General

SETTING: General

TITLE: The Insider's Guide to Small Business Resources

AUTHOR: Gumpert, David E.

SOURCE: Doubleday & Co., Inc. (1982).

ABSTRACT: The book assembles in one place information that can enable entrepreneurs to intelligently examine their businesses to improve their chances of success. Not only is what's available presented, but insights into the quality and effectiveness of the resources.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Four Year College
Community College

TITLE: The New Entrepreneurs: Women Working from the Home

AUTHOR: Tepper, Terri P., and Nona, Dave

SOURCE: Universe Books. (1980).

ABSTRACT: The book is a composite of 40 personal narratives and documentary portraits of women who operate businesses from their homes throughout the United States. Areas of concern such as the integration of the business into home life, husbands' attitudes, raising capital and tragedy are all covered. This is a book about women's dreams and aspirations. The book stimulates people thinking about amending home occupation zoning and regulations to be increasingly responsive to the growing needs of people.

TARGET AUDIENCE: General Population
Business Owners
Educators (All)
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: The New Venture Handbook

AUTHOR: Merrill, Ronald E., and Sedgewick, Henry D.

SOURCE: AMACOM. (1987).

ABSTRACT: The book's subtitle is "Everything You Need to Know to Start and Run Your Own Business," and from that the content of the book is well-described. The bold print and format are very readable. A very comprehensive and excellent book that a new entrepreneur would not be afraid to read.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: The Self-Employed Woman

AUTHOR: Scollard, Jeanette R.

SOURCE: Simon & Schuster. (1985).

ABSTRACT: Stage One discusses the moment of truth and why women start their own businesses. Stage Two discusses getting started and strategies for the business from starting solo at home to partners, franchising, buying a going business, and the kind of employees to look for. Stage Three has six chapters on strategies to help you run a business. Stage Four involves strategies for moving full steam ahead to Stage Five, which includes strategies for completing the business cycle. The book is organized in a very readable fashion, printed in bold typeface.

TARGET AUDIENCE: General Population
Teacher Educators
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: The State of Small Business - Executive Summary, 1987

AUTHOR: Report of the President

SOURCE: U.S. Government Printing Office. (1987).

ABSTRACT: This is a report by the President transmitted to the Congress annually. It is stated that a healthy small-business sector is more than a reflection of the national well-being; it is an active force for change. America's entrepreneurs are continually experimenting with new products, new technologies and new channels of distribution. Half of all major innovations in the past 30 years were generated in small companies. A broader spectrum of Americans than ever before is starting businesses. And annual report.

TARGET AUDIENCE: Business Owners
Educators (All)
Teacher Educators
Students
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: The State of Small Business

AUTHOR: Report of the President

SOURCE: U.S. Government Printing Office. (1986).

ABSTRACT: The economic climate was healthy for small firms in 1985. Industries dominated by small firms outperformed the economy in its third consecutive year of growth and expansion. Small firms continue to be major contributors of new jobs, as well as prolific and efficient producers of innovative products, services and industrial processes. Excellent demographic information.

TARGET AUDIENCE: Business Owners
Educators (All)
Students
Entrepreneurs

SETTING: Two Year College
Four Year College
Community College

TITLE: The State of Small Business

AUTHOR: Report of the President

SOURCE: U.S. Government Printing Office. (1985).

ABSTRACT: Growth was the key word for small business in 1984. Drawing upon their capacity for entrepreneurship, innovation and job creation, small firms have weathered the uncertainty of recessions and recoveries. Small businesses again demonstrated their ability to meet the challenges of a changing economy. Excellent demographic information.

TARGET AUDIENCE: Business Owners
Educators (All)
Students
Entrepreneurs

SETTING: Two Year College
Four Year College
Community College

TITLE: The Voice of Small Business

AUTHOR:

SOURCE: White House Conference on Small Business. (Winter, 1987).

ABSTRACT: There are 60 recommendations of the 1986 White House Conference on Small Business. They are grouped into categories such as Economic Policy, Innovation, Finance, Education and Training, etc.

TITLE: The Woman Entrepreneurs

AUTHOR: Hiorich, Robert D., and Brush, Candida

SOURCE: Lexington Books--D.C. Heath & Co. (1986).

ABSTRACT: By describing the characteristics of the entrepreneur and the business side of entrepreneurship, the book gives help to the new entrepreneurial woman who is either reentering the business world or is considering a career change. It is of further assistance to women entrepreneurs who are experiencing problems such as financing, managing and establishing control systems. The appendixes are useful. The first is a listing of trade associations, the second offers information sources, and the third gives a three-year summary pro-forma income statement.

TARGET AUDIENCE: Business Owners
Educators (All)
Students

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Training for Strategic Advantage from The 1987 10-Year Forecast

AUTHOR:

SOURCE: Institute for the Future. (1987).

ABSTRACT: In the 1990's small business will grow up. It is likely that the rate of new business formation will slow and new job growth will come in the 20 to 100-person business unit. The purchasing power of this group is significant. A section of the report, "Small Businesses Grow Up," (pages 93 to 104) is useful reading.

TARGET AUDIENCE: Business Owners
Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Training for Strategic Advantage from The 1987 10-Year Forecast

AUTHOR:

SOURCE: Institute for the Future. (1987).

ABSTRACT: The 33-page excerpt from The 1987 10-Year Forecast is presented. Environmental factors affecting corporate training are discussed with technology emerging as a key factor. Essential trends to be aware of include the realization that small business is growing up, and flexibility of office staffing. New management/new structures are the quiet evolution.

TARGET AUDIENCE: Educators (All)
Administrators

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: A Tribute to Small Business, America's Growth Industry

AUTHOR:

SOURCE: Pacific Bell Directory and U.S. Small Business Administration. (1987).

ABSTRACT: This is the final report of the White House Conference on Small Business. Small business and the economy of the '80s are discussed. A conference agenda and framework were set, and the conference then came up with 60 final recommendations. On receiving the final recommendations, President Reagan made summary remarks concerning small business as being on the cutting edge of America's competitiveness. The end of the report contains a 30-page Small Business Resource Guide.

TARGET AUDIENCE: Business Owners
Educators (All)
Administrators
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: VAT and Small Business: European Experience and Implications for North America

AUTHOR: Bannock, Graham

SOURCE: Graham Bannock and Partners, Ltd. (1986).

ABSTRACT: Value Added Tax is a tax on consumer expenditure like the sales taxes in North America, but collected from most businesses, not just retailers, across a rather broad range of goods and services and at much higher rates. Financially necessary information when dealing abroad. Necessary information when dealing with the world.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Venture Capital Handbook

AUTHOR: Gladstone, David

SOURCE: Prentice Hall. (1988).

ABSTRACT: The author has reviewed a great many proposals for venture capital financing that were incomplete, inconsistent and inane. The entrepreneur does not understand what venture capitalists want. Gladstone takes the book through the entire process from the presentation of the proposal, through the negotiations, the commitment letters, the legal closings, and the due diligence, to the exit by the venture capital company, when the entrepreneur is left to own it all.

TARGET AUDIENCE: Business Owners
Educators (All)
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Vocational Education and Economic Growth, Connections and Conundrums

AUTHOR: Rosenfeld, Stuart

SOURCE: The National Center for Research in Vocational Education. (1986).

ABSTRACT: This occasional paper (No. 112) was prepared for the National Center Staff Development Seminar on Vocational Education and Economic Growth. Economic growth has been a basic goal and an expected outcome of vocational education for three quarters of a century. Despite this, there has been little research on the relationship and little documentation of education's impact on growth. Traditional connections, locational connections, emerging connections, new and potential connections and conundrums are discussed.

TARGET AUDIENCE: Educators (All)
Students

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: We Own It: Starting and Managing Co-Ops, Collectives and Employee-owned Ventures

AUTHOR: Honigsberg, Peter Jan; Ramoroff, Bernard and Beatty

SOURCE: Bell Spring Publishing. (1982).

ABSTRACT: The book is a comprehensive legal, tax and management guide book for people starting--and for people already operating--all forms of cooperatives, collectives and employee-owned ventures. It tells you how to set up your venture permits and licenses, employees, legal liability, government forms, insurance, bookkeeping, and how and where to obtain financing, including a chapter on the federal coop bank (the full NCCB).

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Community College
Four Year College

TITLE: What Works--Research about Teaching and Learning

AUTHOR:

SOURCE: U.S. Department of Education. (1986).

ABSTRACT: This report is addressed to the American people. It is intended to provide accurate and reliable information about what works in education, and therefore, what works in vocational education. Useful to all parents, taxpayers, teachers, legislators, principals, board members, adults, and all who care about education.

TARGET AUDIENCE: Educators (All)
Administrators
Teachers/Instructors

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College

TITLE: White House Conference on Small Business

AUTHOR:

SOURCE: U.S. Small Business Administration. (August 17-21, 1986).

ABSTRACT: Recommendations made by the small business delegates are presented. Procurement and innovation, taxation, entrepreneurial training and education, paytoll costs, finance, regulation and paperwork, economic policy, and international trade are topics covered. A key question uncovered is whether the quality of entrepreneurial education offered through public and private channels should be upgraded to meet the needs of entrepreneurs at each stage of the business formation process. Pages 17-19 deal with entrepreneurial training and education.

TARGET AUDIENCE: Business Owners
Educators (All)
Administrators
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Why Didn't I Think of That?

AUTHOR: Shook, Robert L.

SOURCE: New American Library. (1982).

ABSTRACT: Ten fascinating entrepreneurial, real-life success stories, each very individual, are shared. The stories are rich with special human interest, inspiration, and invaluable lessons that success can offer. Though their ideas cannot be copied, their ingenuity and persistence can. Stories from The Pet Rock to Rent-A-Wreck are presented.

TARGET AUDIENCE: General Population
Educators (All)
Students
Entrepreneurs

SETTING: High School
Two Year College
Four Year College
Community College

TITLE: Women Business Owners: Selling to the Federal Government

AUTHOR: Interagency Committee on Women's Business Enterprise

SOURCE: Interagency Committee On Women's Business Enterprise, U.S. Small Business Administration. (August, 1985).

ABSTRACT: A guide designed to help women business-owners become more successful by providing them with information about marketing their goods and services to the federal government. The IACWBE is responsible for carrying-out a Presidential mandate to promote, monitor and coordinate federal efforts on behalf of women business-owners. Marketing to the federal government is discussed in a concise way.

TARGET AUDIENCE: Educators (All)
Administrators
Teacher Educators
Teachers/Instructors
Students
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: Women's Wages and Work in the Twentieth Century

AUTHOR: Smith, James P., and Ward, Michael P.

SOURCE: Rand Corporation. (1984).

ABSTRACT: The constancy of women's reported relative wages and explanations for the notable growth in the proportion of women who work are presented. The findings should be of interest to scholars of the rapidly changing role of women in the labor force, and to policy-makers dealing with legislation that considers gender.

TARGET AUDIENCE: Educators (All)
Administrators
Students
Entrepreneurs

SETTING: Post Secondary
Post Secondary Technical
Community College
Four Year College

TITLE: World Yearbook of Education 1987 - Vocational Education

AUTHOR: Twining, John; Nisbet, Stanley; Megarry, Jaquetta (Eds.)

SOURCE: Kogan Page, London/Nichols Publishing. (1987).

ABSTRACT: Twenty-three authors from around the world present their views on various aspects of vocational education. The yearbook provides a necessary basis for further studies and will help the reader understand the changes currently taking place in the field. The influence of different national cultural factors makes blatant or subtle changes in the way vocational education develops.

TARGET AUDIENCE: Educators (All)
Students

SETTING: Two Year College
Four Year College
Community College

CURRICULA AND TEXTBOOKS

TITLE: Beyond a Dream: An Instructor's Guide for Small Business

AUTHOR: Balogh, Judy; Ross, Novella; Ashmore, M. Catherine and others

SOURCE: The National Center for Research in Vocational Education. (1985).

ABSTRACT: A program that will enable adult instructors and trainers to help adults determine their self-employment potential and to guide adults in deciding upon their next career steps. The program combines adult education and small business management principles and is targeted for adults facing unemployment or career change. The 10-unit training package is adaptable to meet individual needs and multiple instructional settings. Units may be combined or extended. The 10 units are: (1) "Assessing Self-Employment Potential;" (2) "Evaluating Business Skills;" (3) "Building a Support System;" (4) Assessing Personal Finances;" (5) "Completing a Product or Service Survey;" (6) "Conducting a Competitive Market Survey;" (7) "Planning a Business;" (8) "Developing a Business Plan;" (9) "Using Resources Available for Small Business Owners; (10) "Developing a Personal Plan of Action."

TARGET AUDIENCE: Teacher Educators
Teachers/Instructors
Students

SETTING: Post Secondary
Post Secondary Technical
Community College

TITLE: Cases in Small-Business Management

AUTHOR: de Young, John Edward

SOURCE: Merrill Publishing Co. (1988).

ABSTRACT: Fifty cases were selected over a wide range of businesses both in the consumer and industrial fields, manufacturing sectors. Most cases are concerned with the domestic market, but several cases involve international business. The cases are based on true situations, but the names of the companies, individuals and locations are fictitious.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Post-Secondary
Community College

TITLE: Dare to Dream

AUTHOR: Proctor, Madrea

SOURCE: Florida Department of Education. (1987).

ABSTRACT: A manual for use in secondary schools as an introduction to entrepreneurship as a career option. The material is divided into seven sections: (1) "What is an Entrepreneur?" (2) "Why Study Entrepreneurship?" (3) "Tips to Entrepreneurial Terminology or What was that you said?" (4) "Learning about Small Business" (5) "Could You be an Entrepreneur?" (6) "Help" (7) "Dare to Dream."

TARGET AUDIENCE: Educators (All)
Teacher Educators
Administrators
Teachers/Instructors
Students

SETTING: Secondary
Secondary Vocational

TITLE: Decisions

AUTHOR: Brenneke, Judith Staley, and Hamill, Mary Lou

SOURCE: EMC--Division of Changing Times. (1985).

ABSTRACT: A basic text to help students become intelligent consumers and responsible economic citizens. This book was written out of the belief that students will be better able to pursue their interests as citizens, workers and consumers if they understand basic economic principles. Second, these principles are best understood when they are related to the practical decisions of everyday life.

Workbooks, a teacher's guide and microcomputer software focusing on the application of basic decision-making principles are available.

Basic economic information prior to learning about entrepreneurship.

TARGET AUDIENCE: Students

SETTING: Junior/Middle School

TITLE: Economics of Our Free Enterprise System

AUTHOR: Brown, Kenneth, and Warner, Allen R. (Eds.)

SOURCE: Gregg Division of McGraw-Hill Book Co. (1982).

ABSTRACT: A textbook for the secondary level that provides a thorough introduction to economics and the American free enterprise system by employing a logical building-block learning strategy. Building on the theory and principles the text discusses in detail the actual workings of our American free enterprise system.

TARGET AUDIENCE: Students

SETTING: Secondary
Secondary Vocational

TITLE: Enterprise: An Educational Resource for 14- to 19-Year Olds

AUTHOR: Gibb, Allan A. - Project Director

SOURCE: Durham University Business School. (1986).

ABSTRACT: A positive and thoroughly researched program for 14- to 19-year olds aimed directly toward a widely acknowledged need--to imbue young people with the spirit of self-reliance in a business context. The use of cartoons and appealing characterizations aids in serious motivation. The curriculum has been very successful in the United Kingdom. The steps of asking questions, finding ideas, making plans and producing results are presented. Very graphic material.

TARGET AUDIENCE: Teachers/Instructors

SETTING: Junior/Middle School
Secondary
Secondary Vocational

TITLE: Entrepreneurship: Starting Your Own Business

AUTHOR: Hutt, Roger

SOURCE: South-Western Publishing Co. (1988).

ABSTRACT: This text/workbook will help individuals understand what it is like to be an entrepreneur and what is involved in starting a business. Approximately 35 to 40 clock hours of instruction are required to cover the text material and learning activities. The text/workbook is designed to 1. introduce students to the concept of entrepreneurship, 2. present entrepreneurship as a career path that is worthy of consideration and 3. provide students with a realistic framework for starting their own businesses. A detailed business plan is not addressed.

TARGET AUDIENCE: Students

SETTING: Secondary Vocational
Post-Secondary
Post-Secondary Technical

TITLE: How to Organize and Operate a Small Business

AUTHOR: Baumback, Clifford M.

SOURCE: Prentice-Hall, Inc. (1985).

ABSTRACT: The book endeavors to show its readers how they can succeed as entrepreneurs, as well as to help the individual decide whether he or she would be happier in self-employment or working for someone else. The book is also intended to be of continuing value to all persons interested in the field of small business. The marketing of the product or service is heavily stressed. Uses textbook organization.

TARGET AUDIENCE: Educators (All)
Teacher Educators
Students

SETTING: General

TITLE: How to Start, Expand and Sell a Business

AUTHOR: Comiskey, James C.

SOURCE: Venture Perspectives Press. (1985).

ABSTRACT: The book is written in three parts. The first involves the options and strategies necessary to start a successful business. The second part talks about how to grow and expand that business. The last part provides a plan for selling your operation; something that each entrepreneur thinks about at least occasionally, from the moment they start their business. This is actually what the author has done. A great deal of attention is paid to knowing when and how to sell a business.

TARGET AUDIENCE: Business Owners
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Marketing: Researching and Teaching Your Target Market

AUTHOR: Pinson, Linda, and Jinnett, Jerry

SOURCE: Out of Your Mind ... and Into the Marketplace. (1988).

ABSTRACT: The development of a good marketing plan is essential to your business success. Marketing is everything you do to promote your business. The book has been designed to take the mystery out of marketing. It presents a step-by-step format for developing your marketing plan.

The authors state, "View the process of market research and planning as detective work. You are on the trail of the elusive target market and you won't get paid until you find them!" The more clues you have, the more successful you will be in finding that customer and having the satisfaction of selling your product or service.

TARGET AUDIENCE: Teachers/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: Minding Ms. B's Business

AUTHOR: National Schools Committee for Economic Education, Inc. (Ed.)

SOURCE: National Schools Committee for Economic Education, Inc. (1988).

ABSTRACT: A student workbook (grades four through six) on teaching entrepreneurship. The concept is developed through economics. The entrepreneur is described as an energetic and creative person who puts ideas to work in the free enterprise system. Responsibilities and decisions are also emphasized. Other vocabulary words are developed and Ms. B. then actually sets up her business, a small grocery store. Budget, business loan, job applications, advertising, bandwagon, repetition, transfer testimonial, urgency, free and bargain, and glittering generality are all terms that are developed. The last unit deals with cost and mathematical concepts.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Elementary School

TITLE: New Business Ventures and the Entrepreneur

AUTHOR: Stevenson, Howard H., and Roberts, Michael J., and Grousbeck, Irving H.

SOURCE: Irwin. (1985).

ABSTRACT: The textbook is written for those who want to participate directly in the change from employment in larger companies to smaller businesses, both start-ups and going concerns. On college campuses it is now socially acceptable, even laudatory, to join an unknown company. The combination of truly interesting cases and concise pertinent readings provides the necessary ingredients for a rich course on entrepreneurship.

TARGET AUDIENCE: General

SETTING: Post-Secondary
Community College

TITLE: New Enterprises in West Virginia - An Entrepreneur's Guide

AUTHOR: Coulson, Gene - (Project Director)

SOURCE: West Virginia Vocational Curriculum Laboratory. (July, 1987).

ABSTRACT: A text-workbook that will assist students in the understanding of what it can be like to be an entrepreneur in the Mountain State. The concept of entrepreneurship is introduced, students are provided with a realistic framework for starting their own business in West Virginia, and specific local sources of help and information are presented.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Community College

TITLE: New Venture Creation

AUTHOR: Timmons, Jeffrey A., Smollen, Leonard E., and Dingee, Alexander L.M.J.

SOURCE: Irwin. (1985).

ABSTRACT: The book is designed to help you to discover or, for many, to reinforce the notion that entrepreneurs can unleash enormous personal energy and creativity. It helps you increase know-how and resources that you have already accumulated, and to direct your energy toward attaining your entrepreneurial aspirations. Helpful to self-study. Directed to post-secondary and advanced adults.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Post-Secondary
Post-Secondary Technical
Community College
Four Year College

TITLE: PACE (Program for Acquiring Competence in Entrepreneurship)

AUTHOR: The National Center for Research in Vocational Education.

SOURCE: The National Center for Research in Vocational Education. (1983).

ABSTRACT: Eighteen topics make up a comprehensive entrepreneurship curriculum. Three levels of development are included, based on the idea that entrepreneurship education is a building process that can be developed in different programs. Level One is for students who have little business background but wish to learn about what it takes to start and run a business. Level Two is for students who desire in-depth knowledge about creating a new business and opportunities to "dream" about entrepreneurship as a future career option. Level Three is for students who have business knowledge and are ready to start their own business--or improve an existing business.

The instructor may mix and match components of PACE to use as a complete curriculum or in combination with other activities or resources. Selections included: modules, activities, tests, case studies, teaching outlines with handouts and transparencies and a comprehensive "Going into Business" project.

TARGET AUDIENCE: Business Owners
Educators (All)
Teacher Educators
Administrators
Teachers/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post Secondary
Post Secondary Technical
Community College

TITLE: People Who Made America Great

AUTHOR:

SOURCE: Mercer Publishing Corporation.

ABSTRACT: Twenty-eight colorfully illustrated, authentic, objective, and easy-to-read capsule biographies in booklet form. It shows people of the past and present to whom grades six through 12 can relate. It points out how these people overcame problems with creativity, perseverance, courage and resourcefulness. This is a learning system to help students develop confidence in their own abilities. A teacher's systems guide is provided.

TARGET AUDIENCE: Educators (All)

SETTING: Junior/Middle School

TITLE: Pricing (The Small Business Series)

AUTHOR: Henderson, Susan L.

SOURCE: Henderson/Bardwell. (1986).

ABSTRACT: The Small Business Series specializes in the needs of small business owners. Each kit provides step-by-step assistance with business basics. WEDCO (Women's Economic Development Corporation) was founded to increase the success of women-owned businesses. The corporation is committed to helping develop networks of business contacts. WEDCO serves all women who are exploring ideas for a business or seeking assistance in developing and operating an existing business.

TARGET AUDIENCE: Educators
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Community College

TITLE: Risks and Rewards

AUTHOR: Ashmore, M. Catherine, and Fischer, L.

SOURCE: EMC Publishing, a division of Changing Times. (1988).

ABSTRACT: A program designed to introduce students to the many aspects of self-employment. The workbook will help students determine their potential for entrepreneurship and also help them develop personal plans of action. An abundance of case studies featuring the real-life trials and tribulations of actual entrepreneurs gives students an up-close view of the world of small business ownership. Section I: "Can I be an Entrepreneur?" Section II: "What Experiences Have I Had?" Section III: "What Type of Business Could I Start?" Section IV: "How Can I Prepare to be My Own Boss?"

TARGET AUDIENCE: Educators (All)
Teacher Educators
Administrators
Teachers/Instructors
Students

SETTING: Secondary
Secondary Vocational

TITLE: Small Business Entrepreneurship Guide

AUTHOR:

SOURCE: Business and Office Education, and Marketing Education--Division of Vocational Education. (1987). Raleigh, NC.

ABSTRACT: A curriculum designed for students who plan to form, manage and/or operate a business enterprise. Internships, simulation, and co-op experiences may be used to expand the practical application of the course content. Five units of instruction are: "Overview of Small Business;" "Financing a Small Business;" "Managing/Operating a Small Business;" "Marketing a Small Business;" "Staffing a Small Business."

The five units were written for a one-year course.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Secondary Vocational

TITLE: Small Business Fundamentals

AUTHOR: Zimmerer, Thomas W.

SOURCE: Merrill Publishing Co. (1988).

ABSTRACT: The textbook focuses on the practical aspects of successfully launching and managing a small enterprise. The chapters are laid out in the order that potential new business owners would make decisions. Small Business Reports brings the reader the most current happenings in the world of small business. The reports are drawn from Inc., Venture, the Wall Street Journal, Changing Times, National Business, etc.

TARGET AUDIENCE: Students

SETTING: Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College

TITLE: Small Business Management

AUTHOR: Longenecker, Justin G., and Moore, Carlos

SOURCE: South-Western Publishing Co. (1987).

ABSTRACT: A textbook for the secondary school level encompassing the benefits of small business, starting the small business, marketing, managing operations, financial and administrative controls, and the status and future of small business.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Secondary
Secondary Vocational

TITLE: Small Business Skill Development, Module A - Assess the Initial Requirements for Starting a Small Business

AUTHOR:

SOURCE: East Kootenay Community College. (1986).

ABSTRACT: Six competencies are addressed in this curriculum module: 1. Describe the nature of small business. 2. Assess entrepreneurial skills. 3. Identify ways of developing and protecting ideas. 4. Project an income statement. 5. Discuss market research and the budgeted income statement. 6. Identify sources of professional assistance.

PACE materials are mentioned. Academic areas are not covered in depth. An "introduction" to small business skills development.

TARGET AUDIENCE: Teachers/Instructors
Students
Entrepreneurs

SETTING: Secondary
Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College

TITLE: Teaching Economics in the Mini-Economy

AUTHOR: Evan, H. Dean

SOURCE: Indiana Department of Education. (February, 1988).

ABSTRACT: Educators have recognized that schooling is sometimes ineffective because frequently students do not see how the knowledge and skills they have learned apply to real-life situations.

The mini-economy form of instruction is a powerful tool for teaching economics because it does relate economic concepts to actual situations encountered by students. This link between the economic concepts and the mini-economy activities results in a motivating economics curriculum that is highly relevant, and therefore, more highly effective. This booklet is not a substitute for formal instruction in economics, but does introduce teachers to economic concepts appropriate to the elementary curriculum.

The mini-economy is a form of economics instruction in which students participate in a classroom economy in order to simulate real world economic activity.

TARGET AUDIENCE: Teacher Educators

SETTING: Elementary School

TITLE: The Creative Young Entrepreneur

AUTHOR: Doster, Howard; Hamilton, William H., and Connelly, Donald, F.

SOURCE: The Three Entrepreneurs. (1988).

ABSTRACT: The curriculum and materials were developed in the class of Donald F. Connelly, vocational agriculture instructor at Western High School in Indiana. A teacher's manual accompanies this curriculum.

The importance of accounting procedures--single and double entry--are stressed. Credit and collections, tax responsibilities, pricing of services and/or goods, ascertaining of competition, promotion and business resources are all addressed. Good general knowledge for a high school level without depth in any one area--with the possible exception of accounting.

TARGET AUDIENCE: Teachers/Instructors
Students

SETTING: Secondary
Secondary Vocational

TITLE: Working for Yourself

AUTHOR: Throwell, Jan (Ed.)

SOURCE: University of Oregon. (October, 1987).

ABSTRACT: This publication, as all others in the Alaska Career Information System, has been written specifically for people exploring career options in Alaska. The first section discusses the general rewards and costs of working for yourself. The second section discusses five major categories and occupations.

The third section familiarizes the reader with the nature and environment of the entrepreneur. The fourth section discusses basic needs in starting a successful business and the fifth looks at the ongoing requirements of small-business operation.

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary
Post-Secondary Technical
Community College

TITLE: Working for Yourself: Career Planning Information

AUTHOR:

SOURCE: University of Oregon. (1987).

ABSTRACT: This is part of the Career Information Systems publications, and has been specifically written for people exploring career options. It has been designed to allow the reader to look at options, interests and needs related to self-employment and small business. There are five sections: "Working for Yourself--Overview;" "Self-Employment Options;" "Entrepreneurship;" "Deciding to Go Into Business for Yourself" and "Making a Business Succeed."

TARGET AUDIENCE: Educators (All)
Students
Entrepreneurs

SETTING: Secondary Vocational
Post-Secondary Technical
Community College
Four Year College

TITLE: Working Today and Tomorrow

AUTHOR: Campbell, Richard, and Thompson, Mary T.

SOURCE: EMC Publishing, a division of Changing Times. (1987).

ABSTRACT: The textbook is designed to help students make choices that will bring satisfaction as a worker, consumer and citizen in our modern society. One way to begin that process is through comprehensive exploration.

TARGET AUDIENCE: Students

SETTING: Junior/Middle School
Secondary
Secondary Vocational

CATALOGS

TITLE: 250 Ways to Make Money in 1987 - Volume 15

AUTHOR:

SOURCE: Entrepreneur. (1987).

ABSTRACT: A catalog of more than 250 PROVEN money-making opportunities. Start-up manuals with a full story on each business are available at a discount with a subscription to Entrepreneur Magazine.

TITLE: Catalog of New Opportunities - 1988

AUTHOR:

SOURCE: Entrepreneur, vol. 16. (1988).

ABSTRACT: Two hundred seventy-two hot new money-making ideas for 1988 are presented. Featured are opportunities in computers, food, the service industry, mail-order and the world of import/export. The Entrepreneurs Institute tells you what you must know to turn your new business into a winner.

TITLE: The Greater Philadelphia Women's Yellow Pages

AUTHOR: Fisher, Ellen T., (Ed.).

SOURCE: The Greater Philadelphia Women's Yellow Pages. (1986).

ABSTRACT: A compilation of women business-owners and professionals in the Delaware Valley. The idea has grown, and there are now more than 40 Women's Yellow Pages across America. This may be an idea for you! The National Association of Women's Yellow Pages is located at P.O. Box 66093, Los Angeles, California, 90066.

TITLE: Encyclopedia of Business Information Sources

AUTHOR: Woy, James (Ed.)

SOURCE: Gale Research Co. (1986).

ABSTRACT: The Encyclopedia of Business Information Sources (EBIS) was designed to provide a means for executives and managers to quickly and conveniently scan many of the basic business resources that exist concerning more than 1,100 business-related topics. Users can quickly identify key "live" and print sources of information. The key to quick and easy use of EBIS is the 40-page "Outline of Contents." Here the business subjects, together with helpful cross-references, are listed alphabetically, with page references to where information may be found on the subject in EBIS.

TITLE: International Trade Videotape Catalogue

AUTHOR:

SOURCE: Waukesha County Technical College.

ABSTRACT: A seven-part series on developing an export program is available, as well as a series on women in international business. Other titles include "Documenting and Payment: Keeping Your Export Business on Track;" "How to Develop an International Market for Your Product or Service;" "Food and Agri-Business Opportunities in Asia;" "Hardwood Products in Asia;" "Moving Cargo Internationally" and "Communicating Internationally."

TITLE: The Video Source Book

SOURCE: National Video Clearinghouse, Inc.

ABSTRACT: The goal of the National Video Clearinghouse is to maintain an up-to-date listing of all videos available, and to make it as easy as possible to find programming. Five thousand titles from 1,200 distributors are listed, including a program synopsis, appropriate viewing ages, costs, length, and distributor. Many classic public television programs are listed in The Video Source Book.

VIDEOTAPES AND FILMS

Since the majority of videotapes & films were not available for the editor to review, target audience and setting have been omitted.

TITLE: "A Better Train of Thought"

SOURCE: CRM Films.

ABSTRACT: This engaging film teaches the merits of accepting new ideas, equal opportunity, imagination, and change. When passengers on a train are passed by another train, each person attempts to upgrade the train's old steam engine. Only the passenger with a truly revolutionary design, who strikes out on his own, is successful. (10 minutes/color).

TITLE: "A New Look at Motivation"

SOURCE: CRM Films. (1980).

ABSTRACT: A good leader recognizes employee needs in order to achieve the best possible performance. This film examines the impact of employee desires for affiliation, power, and achievement in performance. It shows how to supply the correct motivator for each type of person. (32 minutes/color).

TITLE: "A Passion for Excellence"

SOURCE: CBS/Fox Video. (1985).

ABSTRACT: There is a revolution underway--in business, government and education. Even policies once cast in stone are being replaced. Behind it all is a new breed of leaders. Innovative management expert Tom Peters targets the areas of competence that determine long-term excellence: superior service to customers; constant "testing-the-waters" innovation; consistent encouragement of creativity; and passionate caring leadership that is a model.

TITLE: American Enterprise (series)

SOURCE: Modern Talking Picture Service.

ABSTRACT: A series of five award-winning films developed by Phillips Petroleum focusing on American economic history. The five films--"Land," "People," "Innovation," "Organization," and "Government"--all touch on the entrepreneurial process. A 16-page illustrated booklet has been developed for each show with projects, discussion topics, and materials for further study.

TITLE: "Another Bad Month at Grey's Grocery" from Changing Scene (series)

SOURCE: Corinth Films. (1977).

ABSTRACT: Forced to compete with large businesses, exemplified by a modern supermarket, a small business like Grey's Grocery must struggle for survival. Through interviews with store owners, customers and a supermarket manager, this film offers insight into the changing social values and increasing economic pressures that face the small business.

TITLE: "Asian Feed and Seed Markets: How to Determine the Potential for Your Product Through Research"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Will your hybrid make it in the Asian market? Learn to develop market strategy for sales and how to determine which countries have the best potential for marketing your feed and seed. Speaker: Mark McDermit, International Marketing Specialist, Indiana Department of Agriculture.

TITLE: "Assessing Pacific Rim Market Potential for Your Hardwood Products"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Let our expert in the business show you how to assess the re-export markets of the Pacific Rim. You'll learn how to examine the Japanese domestic market and how to recognize the U.S. potential in these markets. Speaker: H. Leo Kou, Director of International Marketing, McGuffin Lumber, Inc.

TITLE: "Blunders and Goofs: Avoiding Company Embarrassment"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: This not-to-be-missed 17-minute tape can help you overcome your worries about dealing with people of different values and cultures. Learn from an expert how to avoid cultural and business blunders. Discover the do's and taboo's of gift-giving and gesturing. Learn how to simplify your English so you can be understood by others. A Parker Pen Company presentation. (17 minutes).

TITLE: "Building the One-Minute Manager Skills"

SOURCE: CBS/Fox Video. (1985).

ABSTRACT: Dr. Ken Blanchard's interactive video training program will teach your managers how to: "Set and Clarify Effective One Minute Goals" that let employees know exactly what's expected, "Giving One-Minute Praisings" to boost productivity, and "Delivering Constructive One-Minute Reprimands." It's supplemented with action planner, discussion platforms and checklists. (60 minutes/ color).

TITLE: "Business Is People"

SOURCE: Learn and Earn Project, Pepsi-Cola, U.S.A.

ABSTRACT: Third in a series of three marketing films that have been developed by the Pepsi-Cola Company. The film stresses the services of business, for which the assets are used and from which the profits are derived. Originally developed for investors and other business interests, this story of an $8-billion multinational corporation actually focuses on small retailers and independent franchisees--the people who market the company's product to the all-important ultimate customers.

TITLE: "Business Opportunities for Women in the Middle East"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: If you're wondering what chances women have in the Middle East, this video will help you decide. Using Saudi Arabia as an example, Sharon Porter, president of Porter International, describes the role of women in that country. She'll cover proper etiquette, some of her unusual personal experiences, and then move on to discuss business opportunities for women.

TITLE: "Business Women in Latin America: What it Takes to be a Success"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: The speaker, Gayle Kosterman, Assistant to the President of S.C. Johnson and Son, Inc., will help you identify cultural differences and personal qualities important for success in Latin America. You'll have a clearer picture of what your opportunities can be and how to prepare for your business trips to Latin America.

TITLE: "Business Women Overseas: Getting What You Want"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Women can do well overseas. The video's speaker, Patricia Clasen, president of the Center for Creative Learning, will help you identify the advantages of being a woman in international business. You'll learn specific techniques in negotiation and conflict resolution as well as how to ask for what you want--and get it. A must for any woman doing business in other countries.

TITLE: "Catfish Fever"

SOURCE: LCA Video/Films.

ABSTRACT: Beset by the uncertainties of weather and the markets, cotton and soybean farmers in Mississippi are hoping for surer returns in raising catfish. Can they translate their "fever" into an agribusiness success? Harvard Business School advisor Ray A. Goldberg and George M. Moffett, professor of agriculture and business.

TITLE: "Chef's Special"

SOURCE: LCA Video.

ABSTRACT: The classic story of a small business entrepreneur who risks security and capital for a dream--in this case, a San Francisco chef who faces an uphill battle to make his own seafood restaurant a success. Harvard Business School advisor Ray A. Goldberg and George M. Moffett, professor of agriculture and business. (30 minutes/color).

TITLE: "Chickenomics"

SOURCE: WRI Films, World Research, Inc.

ABSTRACT: This extremely well-done film uses the San Diego Chicken (the sports mascot) to illustrate five principles of private enterprise and entrepreneurship: (1) private property; (2) consumer sovereignty; (3) markets; (4) self-interest; (5) competition. A brief study guide accompanies the film.

TITLE: "Competition: Planning for Change"

SOURCE: CRM Films.

ABSTRACT: Things are status quo for the Bell Factory until an innovative competitor moves into the market. Caught unaware, their business is hurt badly. Hard work and new ideas help them recapture their market, with a valuable lesson for the future. (12 minutes/color).

TITLE: "Computer Applications: Business" from Computerworld (series)

SOURCE: Encyclopedia Britannica Educational Corporation. (1982).

ABSTRACT: Profiles five businesses that have increased productivity and profits by using computers. Details how a salvage yard owner inventories his parts and forecasts sales, and examines the speed of computer-assisted claims adjusting for insurance companies. Points out that computers are providing jobs at a jean manufacturer because they allow the owner to compete with cheaply produced foreign imports. Shows computers providing cattle owners with protection against cattle rustlers; and describes the airline, hotel, and financial databases that travel agents can access with computers. (27 minutes/color).

TITLE: "Computer Applications: Lifestyle" from Computerworld (series)

SOURCE: Encyclopedia Britannica Educational Corporation. (1982).

ABSTRACT: Examines how computers may influence everyone's lives at home and at work. Profiles a futuristic home where a central computer controls security, temperature, and the family budget; and details the increasing use of price scanners at supermarket check-out registers. Describes how some executives can do much of their work at home by communicating with office data systems via a home computer and a telephone. Illustrates the business advantages of using computers to analyze consumer product studies and providing department store shoppers with a computer terminal displaying the store's merchandise and prices. (27 minutes/color).

TITLE: "Computer Applications: Manufacturing and Design" from Computerworld (series)

SOURCE: Encyclopedia Britannica Educational Corporation. (1982).

ABSTRACT: Examines how the growing use of computers has helped boost productivity and quality for five different companies. Shows workers using computer graphics to design the molds for custom-made rings, while robots make frame welds on a car assembly line. Stresses that computers save huge amounts of time in the designing of sails and the manufacture of prefitted logs for log cabins. Describes how computers can provide the precise temperature control necessary for proper fermentation of wine. Argues that computers will not replace workers, but will help them work more effectively. (27 minutes/color).

TITLE: "Computers: Tools for People"

SOURCE: Churchill Films. (1983).

ABSTRACT: An overview of the uses of computers and the ways people direct them. Four kinds of uses are shown, each with several examples: file management, control of other machines, mathematical modeling, and support of creative work. Woven into the examples is the step-by-step development of applications, including research, flow-charting, programming and debugging. Emphasizes the human responsibility for computer performance, and shows the satisfaction and delight of many different people using computers. (24 minutes/color).

TITLE: "Compututor: Using dBase III"

SOURCE: Film Ideas. (1984).

ABSTRACT: Designed for the novice or experienced user, the program presents plain language, self-paced instruction on dBase III for the IBM Personal Computer user. Topics covered include: installing the disk; booting up; making the necessary number of data diskettes; creating a database; filing and editing; and searching for specific information; sorting; indexing; locating and modifying a data file; putting together a second database; marrying it to the first; printing a finished report; making financial and numerical totals; the look-up feature; database operations dates and sums; writing programs and macros to automatically handle generation of reports; and cross indexing of files. (116 minutes/color).

TITLE: "Compututor: Using Lotus 1-2-3"

SOURCE: Film Ideas. (1984).

ABSTRACT: Designed for the novice or experienced user, the program presents plain language, self-paced instruction on Lotus 1-2-3 for the IBM Personal Computer user. Topics covered include: an overview of Lotus; developing the first spreadsheet using "Go To" and "Home " commands; adding values and formulas; recalculation; beginner to intermediate level functions to replace longer program formulas; special enhancements of the 1-2-3 spreadsheet; database management function; and a system for keys, records, and criterion. (100 minutes/color).

TITLE: "Compututor: Using Your Machine"

SOURCE: Film Ideas. (1984).

ABSTRACT: Presents plain language, self-paced introductory instruction about the IBM Personal Computer: assembly and hookup, a tour of the keyboard and its "special" keys, handling files on disk, running the disk operating system, using the demonstration program, and writing a simple basic program. (90 minutes/color).

TITLE: "Costs and Considerations for Packaging your Food Products"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Here's your chance to review what costs to consider when establishing your transportation costs. You'll review export packaging requirements and learn how to determine the right freight forwarder for your goods. Speaker: David Hammer, Chief, International Agribusiness Center, Wisconsin Department of Agriculture, Trade and Consumer Protection.

TITLE: Discovering Entrepreneurship

SOURCE: South-Western Publishing.

ABSTRACT: This set of four filmstrips and two audiocassettes correlates in part with the textbook Creating a New Enterprise by Roger W. Hutt. The audiovisuals, however, may be used to supplement other entrepreneurship materials for high school students. The titles of the four filmstrips include "The World of the Entrepreneur," "Roads to Entrepreneurship," "Legal Forms of Business Enterprise," and "Procedures for Planning New Enterprise." The filmstrips are designed to introduce topics on entrepreneurship to high school students.

TITLE: Entrepreneurship in Action (series)

SOURCE: South-Western Publishing Co.

ABSTRACT: Entrepreneurship in Action can stand alone as an introduction to entrepreneurship. Or it can be used to enhance any entrepreneurship course--especially one based on the text/workbook Entrepreneurship: Starting Your Own Business, second edition.

The six filmstrips and six cassettes in this versatile program cover every phase of starting and running a small business, including: working for yourself versus working for others; characteristics of a successful entrepreneur; different kinds of businesses to choose from; three ways of getting into business; getting organized; targeting the best possible market; three guidelines for pricing; and how to get needed start-up funds. Even if your students never start their own businesses, this information is invaluable because it will give them an understanding of--and a real appreciation for--those individuals who have decided to make it on their own.

The first filmstrip covers fields of small business and entrepreneurship as a career. The second filmstrip covers finding new enterprise ideas and methods of generating them. The third filmstrip covers legal forms of business enterprise. The fourth filmstrip discusses analyzing markets, sales forecasting and studying the competition. The fifth filmstrip covers types of products or service; pricing and promoting the products or services. The sixth filmstrip discusses estimating start-up costs; types of funds; sources of funds; preparing financial statements; and setting a goal.

TITLE: Entrepreneurship Series 1985-86

SOURCE: The Cleveland Center for Economic Education, John Carroll University. (1985-86).

ABSTRACT: This series of videos, taped by the Cleveland Center for Economic Education at John Carroll University during the "Entrepreneurship for Teachers" graduate class and the "High School Entrepreneurship Day," features the following: Dr. Calvin Kent, Baylor University, Waco, Texas. Dr. Kent is known for his work on entrepreneurial education. He presents this knowledge as he works with teachers in the graduate class. Dr. Gerald Gunderson, Trinity College, Hartford, Connecticut. Dr. Gunderson is an economic historian who is writing a book on the history of entrepreneurship in America. He presents the topics of his book in a manner that brings about a better understanding of entrepreneurial development. Entrepreneurs (male and female) from the greater Cleveland area. These individuals discuss their types of business, how and why they became interested in starting their businesses, the steps that are necessary to maintain their businesses and remain successful, and the prospects for growth.

TITLE: Entrepreneurship Videotapes

SOURCE: RMI Productions.

ABSTRACT: Entrepreneurship videotape series, produced by Chippewa Valley Technical College, Eau Claire, Wisconsin. Tape one: "Small Business: When Small is Big - How and Why People Go Into Business." Tape two: "Small Business: Behind Closed Doors - Some Decisions that Business People Deal with on a Daily Basis." Tape three: "Money: The Bottom Line - Financial Decisions Faced by the Small Business Person." Tape four: "Teamwork: Business and Government - Relationship Between Business and Government." Each tape is 20 minutes long. Available in different tape sizes.

TITLE: Establishing and Financing A Business (series)

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: This 50-minute three-part series focuses on the methods that can be used to finance a new business. "The Fed--Our Central Bank," Federal Reserve System (20 minutes); "One-Man Band," New York Stock Exchange (15 minutes); "Electronic Stock Exchange," National Association of Security Dealers (13 1/2 minutes).

TITLE: "Everyone's a Negotiator"

SOURCE: CBS/Fox Video. (1981).

ABSTRACT: Herb Cohen, author of the bestselling handbook, You Can Negotiate Almost Anything, applies his wit and expertise to the crucial variables for success, and demonstrates how major sources of power are based upon reception and attitude. (70 minutes/color).

TITLE: "Exploring Food Markets in Singapore, Thailand and Malaysia"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Identify important food needs in these three important Asian markets of Singapore, Thailand and Malaysia. You'll learn marketing techniques and requirements you'll need to be a success. Speaker: James Foster, International Marketing Specialist, Missouri Department of Agriculture.

TITLE: "Famous Amos"

SOURCE: Coronet, M.T.I. Teleprograms, Inc.

ABSTRACT: This video depicts an individual who begins with a small cookie business and through hard work and unique promotions, made his Famous Amos gourmet chocolate chip cookies world famous. The following areas are discussed by Wally Amos: What is an entrepreneur? What experience and skills are needed to develop a successful business? Ownership. Financing a business. Production and distribution of products. Promotion (marketing). Dealing with competition. Profit and growth.

TITLE: "Farm Machinery Market Opportunities in Asia"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Knowing how to assess the potential for your farm machinery products is the first step in determining whether you should ship overseas. Our speaker compares farm mechanization and opportunities in China, Indonesia, Malaysia, New Guinea, the Philippines, South Korea, Thailand and Japan. Speaker: Robert King, General Sales Manager, J.I. Case, International.

TITLE: Fergi Builds A Business (series)

SOURCE: Walt Disney Educational Media Company.

ABSTRACT: A series of four films that follows the theme of a group of young people starting a business producing T-shirts. The purpose of each film is to introduce basic principles of entrepreneurship as they apply to the production and distribution of a product; to demonstrate that management skills are basic to success in business; and to give a real meaning to such terms as decision-making, risk-taking, profit-sharing, partnership, stock and shareholder. The problems and triumphs of the young people are traced through each film in a humorous yet educational manner. The series is accompanied by a 20-page teacher's guide and is designed for secondary-level students.

TITLE: "Finding Time"

SOURCE: CRM Films. (1980).

ABSTRACT: Feeling constricted by the clock? "Finding Time" shows that although we cannot control time, we can control how our time is spent. Viewers will learn the art of better time management lies in setting goals and priorities. (28 minutes/color).

TITLE: Foundation of Wealth (series)

SOURCE: Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: A series of video programs that explain and clarify the basic concepts of introductory economics. The programs combine sophisticated animation with contemporary footage, thus enabling students to understand the economic theories and laws as well as see them in practice. Several of these series apply to the entrepreneur. "The Market: Allocating a Surplus" - This video shows the possible solution to the problem of allocating the surplus created by dividing labor and by mechanization. "Supply and Demand: Price and the Consumer" - This video introduces the Law of Supply and Demand by comparing different markets--one in which prices are fixed with resultant gluts and shortages, and a market in which prices change in response to demand and supply. "Supply and Demand: Price and the Producer" - This video introduces the first Law of Supply showing the responsiveness of producers to the prices they receive for their products and how, therefore, supply is regulated by price.

TITLE: "Franchise Opportunities in the World of Work"

SOURCE: McGraw-Hill, Vision Associates. (1970).

ABSTRACT: Dramatizes the experience of a young man as he takes steps to become the owner of an ice cream parlor through a franchise opportunity. He applies for an SBA loan and discusses factors in selecting a location, constructing the store, training personnel, etc., with representatives of several firms. (11 minutes/color).

TITLE: "Free Enterprise at Work" (VHS)

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: This 30-minute video demonstrates the importance of entrepreneurship, job creation and the relationship between political entrepreneurship job creation and the relationship between political and economic freedom through the stories of nine entrepreneurs.

TITLE: "Freight Forwarding: A Case Study"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Follow a 12-day scenario of how a freight forwarder helped a company export a shipment of beer overseas. You'll also review the basic steps in preparing letters of credit. This tape is a must for anyone who wants to see what freight forwarders can do for you. Speaker: Larry Miller, Vice President and Treasurer, Miller and Thompson Forwarding, Inc.

TITLE: Give and Take (series)

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: Give and Take is an audiovisual series on topics and concepts in personal economics for use in grades 9 through 12. It consists of 12 15-minute programs which are designed to help young people increase their understanding of economic concepts; improve their personal decison-making skills; and become more knowledgeable consumers, workers and citizens. Although the entire series is appropriate, five of the 12 are good for the purpose of introducing facets of the entrepreneurial process: (7) "Private and Public: Goods and Services;" (8) "Changing Taxes: Public Goods and Services;" (9) "Market Prices: Supply and Demand;" (10) "The Changing Market: Supply and Demand;" (12) "Why Competition: Market Structure."

TITLE: "Government Regulations You Should Know for Your Feed and Seed Exports to Asia"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Government regulations and procedures are required for every export product. Knowing how to work with them can make life easier for you and your company. As part of this important discussion you'll learn the importance of the Phytosanitary Export Certificate. In addition, you'll learn which of the basic import and documentation regulations are especially important for Asian countries. (20-minute video).

TITLE: "How to be a Futurist in the Asian Food Market"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Knowing how to examine the environment in which you'll be doing business is so important this entire tape is dedicated to showing you what to consider. You'll discover Agri-Trade Council assistance programs, examine Hong Kong and Korean food markets for economic and political activity. You'll explore the financial stability and legal systems in Asia. You'll learn specific differences in dietary patterns and business practices in the food industry in this important market. Speaker: Drayton Mayers, Executive Director, Mid-America Agri-Trade Council.

TITLE: "How to Determine the Terms of a Sale"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: There's a special risk any time you sell internationally. You can minimize your chances of problems with this introduction to export payment methods. Learn how to calculate the right price. Explore different kinds of payments and risks involved with each. The program includes a discussion and practice on completing drafts, collection letters, and an ocean bill of lading. Speaker: Les Bruskiewicz, International Credit Manager, Artos Engineering.

TITLE: "How to Negotiate Documents and Settle an International Contract"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: You'll follow the process from document negotiation to settlement. You'll learn the terms you need to know to successfully complete your business transactions. You'll learn how to complete a letter of credit and related documents. You'll discover how to avoid and solve discrepancies that could result in nonpayment. Speaker: Marlene Boldt, Letter of Credit Department Manager, First Wisconsin National Bank.

TITLE: "How to Really Start Your Own Business"

SOURCE: Inc. Publishing Corporation. (1987).

ABSTRACT: A step-by-step practical guide that shows you how to really start your own business. Ten easy-to-follow video chapters take you step-by-step through the start-up process. Each lesson is highlighted with straightforward, no-nonsense advice from entrepreneurs who have grown and from others who are just starting out. Each of the following chapters is color coded for ease of location. (1) "The Ideas: Opportunities are all around you." (2) "Testing the Idea: Effective market research need not be expensive." (3) "Protecting the Idea: What do you need? What can you get?" (4) "Finding Good People: How to attract, hire and keep good people." (5) "Structuring the Business: Sole Proprietorship, Incorporation, and Partnership." (6) "Understanding Cash Flow: Master the Numbers (or you could go bankrupt)." (7) "Finding the Money: How to get the money you need." (8) "The Business Plan: Creating a plan that works for you." (9) "Starting Out on the Right Foot: Important practical tips from our entrepreneurs." (10) "Looking Ahead: What's it really like to run your own business?"

TITLE: "How to Select the Right Port for Your Products"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: For anyone who ships by ocean carrier, this tape is an important explanation of port services. You'll learn how to select the port that's right for your product and how to select the type of ocean carrier you need. Another practical explanation from someone who knows. Speaker: Craig Harvey, Port Traffic Representative, Port of Milwaukee, Wisconsin.

TITLE: "How to Ship Hazardous Materials by Air"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Here's a practical explanation on how to classify, identify, package and load hazardous materials for air shipment. Used with your educational package, you'll actually learn how to avoid being rejected by an airline through proper completion of an Airway Bill. Speaker: Skip Skiggs, Director of Services, BDG International, Inc. (25-minute video).

TITLE: "How to Ship Ocean Freight"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Let our speaker tell you what to look for when evaluating present markets and potential in Hong Kong, Taiwan and Japan. Learn what it takes to penetrate these growing markets. Speaker: F. John Peacock, Regional Sales Manager, Atlantic Container Line. (26-minute video).

TITLE: "How to Think Internationally"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: You'll learn the differences in cultural backgrounds, customs and business practices of people around the world. By thinking internationally you learn how to increase your export sales and identify causes and solutions to miscommunications. Learn to recognize diversity and use it to your advantage. Develop personal relations that are the successful ingredients in closing the deal. Speakers: Svein Andersen, Vice President, International Operations, Artos Engineering; Fahed Ra'ad, Vice President, International Division, First Wisconsin National Bank; Ola Benson, Owner, The Talking Drum; Roger Axtell, International Sales Manager, Parker Pen Company; Eric Wentz, Asia Pacific Sales Manager, G.E. Medical Systems; Frank Loh, International Banking Officer, First National Bank.

TITLE: "How to Use the Code of Federal Regulations When Shipping Hazardous Materials"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: If the coast guard boarded the ship carrying your hazardous materials, would your paperwork pass inspection? Learn how to classify, identify, package, and load hazardous material shipments to comply with the Code of Federal Regulations to pass inspection. (33-minute video).

TITLE: I Can Do It! Parts 1, 2 and 3 (VHS SP Format)

SOURCE: Direct Cinema Limited.

ABSTRACT: Each film of this series focuses on an entrepreneur who emphasizes one aspect of the benefits and challenges of starting a new business. This series is designed to make students aware of what it takes to be an entrepreneur so they can seek appropriate education and experience should they wish to start a business. Sponsored by the National Federation of Independent Business Research and Education Foundation. "Owning Your Own Business" (Unit 1) looks at the life of Ed Lewis, who started his own printing company. It examines the characteristics that make entrepreneurs successful and discusses some of the advantages and disadvantages of being self-employed. "Starting Your Own Business" (Unit 2) examines what Judi Wineland needed to start her own adventure travel business. It makes students aware of the pitfalls they can encounter, or avoid in setting up a business. "Building Your Own Business" (Unit 3) follows the career of Stew Leonard, who bounced back from an unlucky break to expand a small dairy into perhaps the East Coast's largest, and most unusual dairy store. (60 minutes).

TITLE: "In Search of Excellence"

SOURCE: Nathan/Tyler Productions. (1985).

ABSTRACT: In just 90 minutes, you can motivate your employees to be more innovative . . . more responsive . . . more committed . . . more involved than ever before. That's not a promise. That's the extraordinary effect which this new film has on everyone who sees it, and that's why almost 3,000 copies were sold in its first six months, making it the fastest selling management action and motivation film ever. You see how eight of the world's best run companies motivate their employees. Among the companies are 3M, IBM, McDonald's, Apple Computer, and Walt Disney Productions. One by one, you'll see how these vastly different, highly successful organizations promote INNOVATION . . . encourage PEOPLE . . . celebrate CUSTOMERS . . . and communicate CORPORATE VALUES by using techniques you and your staff can use, too. Each of the eight segments brilliantly illustrates one or more of the main themes explored in the Peters and Waterman book. It shows top level management decisions as they are made. (90 minutes/color).

TITLE: "In the Beginning: Analyzing Your Organization's Resources"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: The company that makes the commitment, at every level, to export trade is the company most likely to achieve its goals. Let someone who's done it show you how to determine your export commitment, analyze your resources. You'll learn how to assess the market potential for your product and determine the best way to enter the market. Speaker: Bryant D. Truitt, president of Brytan Corporation. (70 minutes).

TITLE: "International Career Opportunities for Women"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Ever wonder what there is out there for women who want to do business overseas? Here's your chance to explore career opportunities in government, transportation and banking. You'll learn how to identify career paths and potentials for your personal success. Panel of Speakers: Maria Arbulu, International Trade Specialist, Michigan Department of Agriculture; Jane Wulf, President, Universal Forwarding; Sandra Vitrano, Vice President and Manager, First Bank International.

TITLE: International Trade Videotapes

SOURCE: Waukesha County Technical College.

ABSTRACT: A seven-part series on developing an export program is available, as well as a series on women in international business. Other titles include "Documenting and Payment: Keeping You Export Business on Track;" "How to Develop an International Market for Your Product or Service;" "Food and Agri-Business Opportunities in Asia;" "Hardwood Products in Asia;" "Moving Cargo Internationally" and "Communicating Internationally."

TITLE: "Intrapreneurs"

SOURCE: CRM Films. (1986).

ABSTRACT: Hidden among the ranks of the traditional corporation are the pioneers of American business: "intrapreneurs," or in-house entrepreneurs, whose ideas might seem at first impossible, can generate profits as high-flying as their free-spirited sources. Four major corporations dared to invest in their intrapreneurs, and are now millions richer. This film shows how and why. (55 minutes/color).

TITLE: "Key Government Regulations for Agri-Business Machinery"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Knowing what government regulations you need to work with is key to getting your farm machinery, computer software and farm input out of the United States and into Asia. You'll also learn how to determine if you need a validated export license. Speaker: Patrick Willis, District Director, U.S. Department of Commerce, Milwaukee. (35-minute video).

TITLE: "Leadership and the One-Minute Manager"

SOURCE: CBS/Fox Video. (1985).

ABSTRACT: Presented by Dr. Ken Blanchard, the leadership process becomes "something you do with people--not to them." With this as a guide, managers learn to apply the four essential styles of situation leadership: directing--providing specific instructions and close supervision; coaching--close supervision, but also explaining decisions; supporting--supports the entire effort and shares decision, and delegating. Supplemented with action planner, discussion platforms and checklists. (60 minutes/color).

TITLE: Learning Entrepreneurship by Doing (series)

SOURCE: Technical Educator. (1988).

ABSTRACT: Six videocassettes that deal with nine easy steps to become a successful entrepreneur to form and run a company. Understanding your industry, organizing your business relationship, setting the management of your company, developing marketing strategies, establishing financial priorities, production planning, pilot run, and soft bail out are the subjects covered. Also included in the package are three additional units which cover a teacher's introduction, a student orientation and an overview of student effectiveness for job coefficiency. Teacher's guide and reproducible masters are included.

TITLE: "Learning to Think Like a Manager"

SOURCE: CRM Films. (1983).

ABSTRACT: Becoming a good manager doesn't come automatically with the title. It is truly a learning experience. This film concentrates on five basic management skills--fundamental how-to's of management--to help new and current managers, as well as students, sidestep mistakes commonly made by people in leadership roles. (25 minutes/color).

TITLE: "Managing Cultural Differences in Business Negotiations"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Learn cultural tips you can use when doing business in Canada, Latin America, Europe, Africa, Australia, and the Middle East and Asia. In addition, learn to identify statistics you'll need to make the right impressions and complete business transactions. Speaker: Peter Van Helden, export manager, Bemis Manufacturing Co.

TITLE: "Managing Stress"

SOURCE: CRM Films. (1979).

ABSTRACT: With wit and realism, "Managing Stress" explores the types of tensions that are generated from within an individual, and from within organizations. Then, animation and case-study interviews show viewers how stress can be curbed on the job, and how it can be handled to actually increase productivity. (35 minutes/color).

TITLE: "MBO I: What is MBO?"

SOURCE: CRM Films.

ABSTRACT: An introduction to Management by Objectives, and Charlie, a skeptical supervisor, in the first of a three-part series. The audience learns that MBO is a philosophy of worker participation, management trust and teamwork. (13 minutes/color).

TITLE: "MBO II: Developing Objectives"

SOURCE: CRM Films.

ABSTRACT: In this second film of the three-part series, Charlie learns to write simple, specific, measurable goals. (14 minutes/color).

TITLE: "MBO III: Performance Appraisal"

SOURCE: CRM Films.

ABSTRACT: The third film of the three-part MBO series brings Charlie and his boss together to discuss Charlie's objectives and performance.

TITLE: "Memory"

SOURCE: CRM Films. (1980).

ABSTRACT: Everyone could do their work better if they could rely on an accurate memory. This film explains why we forget, and then shows how to improve long-term memory. It teaches specific methods for mental categorizing and referencing, while emphasizing that the key is information organization. (30 minutes/color).

TITLE: "Microcomputers: An Introduction"

SOURCE: CRM Films. (1983).

ABSTRACT: This lively film introduces personal computers in a basic, non-threatening manner. Informative and highly motivating, it will stimulate your employees and students to learn more about microcomputers and how they can use them for greater efficiency. (27 minutes/color).

TITLE: "Modern Life: Choices and Conflicts"

SOURCE: CRM Films.

ABSTRACT: Symbolic illustrations of everyday conflicts and choices are examined in this film about self-development. (13 minutes/color).

TITLE: "Money: The Bottom Line--Financial Decisions Faced By the Small Business Person"

SOURCE: Chippewa Valley Technical College.

ABSTRACT: Financial decision on start-up monies, purchase or lease of location, insurance, franchising, legal work all affect decisions of the small business person. Financial decisions are never finished; a business must be aware of economic trends in the community and be ready to change. Small business entrepreneurs discuss and show how financial decision-making affects their day-to-day business and the profit and loss picture of their companies. (20-minute video).

TITLE: "MOTIVATION: Making it Happen"

SOURCE: CRM Films.

ABSTRACT: Ernie is faced with a task that he has never done. But Ernie turns his problem into a challenge when he adopts a positive attitude, and slowly but surely gains the confidence to make it happen. (13 minutes/color).

TITLE: "Motivation: The Classic Concepts"

SOURCE: CRM Films. (1985).

ABSTRACT: In this film the five classic theories of motivation are illustrated by on-the-job scenarios. Viewers see how employees can be influenced by appealing to their specific needs, wants, and values. And how the same workplace can provide very different reasons for each employee to want to work at a peak level. (21 minutes/color).

TITLE: "Mrs. Peabody's Beach

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: In a clever way, the film shows that the principles of economics are in operation at practically all levels of human activity as a business is developed because of surfing.

TITLE: "On Key"

SOURCE: LCA Video.

ABSTRACT: Is it possible to be too successful? Ask Ned Steinberger, whose radically new electronic bass guitar made of plastic was a hit with professional musicians and whose design was named "Best of the Year" by Time magazine in 1981. But as the instrument caught on, the fledgling company found itself deluged by orders which outstripped the company's ability to produce it. Tune in as the industrial designer-turned-businessman tries to expand in time before cheap imitations from the Far East capture his market.

TITLE: "One Minute Manager"

SOURCE: CBS/Fox Video. (1983).

ABSTRACT: Here's an easy way to bring out the best in the people you manage. Just catch them doing something right--and praise them for it. Dr. Ken Blanchard explains the importance of One-Minute Praising. Leader's manual, participant workbooks, and discussion guides included.

TITLE: "Orientation: Attitude, Appearance, Approach"

SOURCE: CRM Films.

ABSTRACT: Lewis is a brash new salesperson for the Bell Factory, and he has little patience for the advice of his more experienced fellows or the true needs of his hapless customers. After a friendly exchange, however, he learns a more effective way to ply his trade. (12 minutes/color).

TITLE: "Overseas Markets: The People You Need on Your Team to be a Success"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Choosing the right distributors, agents and dealers for your products is vital to your overseas success. Learn how to find and evaluate these key people to increase your chances of success. You'll discover ways to determine financial risk and sales performance. What's more, you'll find out how to develop your distributors for increased sales. Speakers: John Shank, President, World Venture Management; Richard Carone, Vice President of International Sales, Rexworks International; Eric Hammer, International Credit Manager, Rexworks, Inc.

TITLE: "Owning and Operating Your Own Business

SOURCE: GA Guidance Associates, Inc.

ABSTRACT: This program takes a close look at just what's involved, as it introduces students to some people who successfully operate their own business. Viewers hear about the satisfactions and the risks, the long hours and the hard work.

TITLE: "Pack Your Own Chute"

SOURCE: Ramic Productions.

ABSTRACT: A highly motivational film that stresses responsibility in each person to shape his or her future by the choices he or she makes today.

TITLE: "Partners

SOURCE: Encyclopedia Britannica Education Corporation.

ABSTRACT: Many small businesses have been created through the imagination of one or two people. This film gives students an idea of how a business is run and shows them how, with imagination and some risk, a person can carve out a job that does not already exist.

TITLE: People on Market Street (series)

SOURCE: Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: This series illustrates the basic economic concepts of the American free enterprise system. Four of these films are excellent in their presentation of entrepreneurial development: "Demand" - Students learn the first and second fundamental laws of demand and consider how factors such as wealth, family size, taste and occupation affect it. "Supply" - Students discover the factors that influence supply and selling price. They learn about production costs and how the rate of production affects unit cost. The film also demonstrates how these factors translate into wise economic decisions. "Market Clearing Price" - Students are introduced to the two important aspects of the market economy: inventory and competitive market pricing. "Wages and Production" - Students learn the concept of labor as a saleable service and how wages influence the number of workers an employer will hire. This film also answers the question of what makes the wages for a particular job rise and fall.

TITLE: "Perception"

SOURCE: CRM Films. (1979).

ABSTRACT: This fast-paced film shows how we form impressions about people and events, and illustrates both the negative and positive effects of subjectivity in reporting and analyzing. Viewers learn how the elements of perception can actually make the same event, meeting, or memo a truly different reality for different people. (28 minutes/color).

TITLE: "Power of Positive Reinforcement"

SOURCE: CRM Films. (1978).

ABSTRACT: Without actually realizing it, by gesture and word, we are all modifiers and managers of each other's behavior. This film demonstrates the impact of positive reinforcement and how it represents a powerful tool for improving productivity. (28 minutes/color).

TITLE: "Problem Solving Strategies"

SOURCE: CRM Films. (1980).

ABSTRACT: Synectics, Inc., is a unique consulting firm specializing in teaching creative problem solving. This film documents an actual problem-solving lab session and illustrates innovative "how-to" strategies which can be used to stimulate organizational creativity and streamline problem solving. (28 minutes/color).

TITLE: "Productivity and the Self-Fulfilling Prophecy: The Pygmalion Effect"

SOURCE: CRM Films. (1987).

ABSTRACT: This version of the classic best-seller pins down the evolution of the self-fulfilling prophecy and shows viewers explicitly how a manager's expectations alone can influence and dramatically improve a worker's performance.

This film updates the chronology of the Pygmalion effect in business with evidence and news clips from very current events. Also included is a new sequence introducing the "Galatea Effect"--the prolonged power of a positive Pygmalion which establishes high personal expectations and goals. (30 minutes/color).

TITLE: "Putting the One-Minute Manager to Work"

SOURCE: CBS/Fox Video. (1984).

ABSTRACT: Suggests that organizational productivity and personal job commitment are directly related to the types of motivational rewards provided. Emphasizes that the right behavior should be rewarded in order to get the right results. (60 minutes/color).

TITLE: "Remember Me"

SOURCE: CRM Films. (1982).

ABSTRACT: This motivational film is a best-seller for good reason. Employees in service and sales positions will understand the importance of their roles after watching a customer encounter a day full of inadequate service, compounded by discourteous attitudes. (10 minutes/color).

TITLE: "Return to Mocha" (VHS 1/2 or 1/3)

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: A sequel to "The Kingdom of Mocha," this animated film in which life on a peaceful island comes to grips with the basic facts of economic life. As the film returns to Mocha years later, it discovers that a humming economy doesn't necessarily bring contentment to everyone. And, like the real world, no country can completely provide all the things its people want. The Mochan economy, changing as always, continues to rely on competition in the market place, based on the law of supply and demand. A new element is injected into the Mochan economy when "a talking box," a strange new invention, is brought back from the Caraway Islands. It creates a sensation and becomes the driving force that binds together three countries (Mocha, Caraway and Oregano Islands) with very different economies.

TITLE: "Seeing Yourself as the Japanese See You"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Here's your chance to learn how to recognize the business differences between Japan and the United States caused by geography and history. You'll learn to identify other differences in decision-making, company hierarchies, achievement motivation, as well as in communication and negotiation styles. What's more, you'll learn to look at yourself from the perspective of a Japanese negotiator. (41-minute video).

TITLE: "Seven Guidelines for Penetrating Pacific Rim Markets with Hardwood Products"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Let this specialist tell you what to look for when evaluating present markets and potential in Hong Kong, Taiwan and Japan. Learn what it takes to penetrate these growing markets. Speaker: Richard Beier, Forest Products Marketing Specialist, Wisconsin Department of Natural Resources.

TITLE: "Small Business Keeps America Working"

SOURCE: U.S. Chamber of Commerce.

ABSTRACT: Emphasizes the importance of small business to the U.S. economy and explores the risk and the rewards of entrepreneurship through interviews with small business owners.

TITLE: "Small Business: Behind Closed Doors - Some Decisions that Business People Deal with on a Daily Basis"

SOURCE: Chippewa Valley Technical College.

ABSTRACT: This program in the series deals with business decisions made by the small business person, decisions not readily apparent to customers: inventory, pricing, employees and advertising. The 20-minute video is designed so that it can be stopped after each section for further discussion. An excellent way of exposing high school and college students to the world of small business.

TITLE: "Small Business: When Small is Big - How and Why People Go Into Business"

SOURCE: Chippewa Valley Technical College.

ABSTRACT: Each entrepreneur has his/her own story of how he/she got into business; the entrepreneurs share those stories with the viewing audience in this 20-minute video. All entrepreneurs share the fact that they are risk takers, willing to gamble their financial future, handle the unexpected, and adjust to new situations. It's not just the business person who becomes involved in those risks--the entire family plays a role. The entrepreneurs also share what they feel is the most important thing to know or do in business.

TITLE: "Start-Up"

SOURCE: LCA Video/Films.

ABSTRACT: The genesis of John DeLoreans's ill-fated attempt to produce and market an $18,000 sportscar. "Covers the problems of securing high-risk capital; structuring a management team; operating in a foreign country under a government loan from the host country; coordinating suppliers; and dealing with supply and production schedules, cost overruns, riots in Belfast, facilities construction, marketing and overhead. "Excellent."--Curriculum Review. Harvard Business School advisor Michael E. Porter, professor of business administration. (30 minutes/color).

TITLE: Starting a Business (series)

SOURCE: Beacon Films. (1983).

ABSTRACT: A dynamic and informative film series that should be viewed by anyone seriously considering starting a business. Good depth of content and creative film techniques are used in the production. Each of the seven 22-minute films blends interviews and narration with cartoons and a superimposed listing of important terms and concepts. This adds variety and interest to a solid presentation of factual information. Sound and visual qualities are excellent. The films encourage positive action on the part of the viewer--a dimension lacking in other films on this subject. Each film is really designed to answer questions that should be asked by potential entrepreneurs and to do so without killing an investor's enthusiasm. This outstanding series would be important in a small business management class or a new venture creation course. The films would also be useful for continuing education. Films may be used individually or as a series. Film titles include: "Do You Need a Business Plan?" "How Do You Buy a Franchise?" "How Do You Buy a Business?" "How Can You Survive Business Crises?" "How Will You Find Capital?" "What Should Your Business Plan Contain?" "Who Will Help You Start Your Venture?"

TITLE: "Starting Your Own Business

SOURCE: Krell Software Corporation.

ABSTRACT: Do you want to be your own boss? Do you have the knowledge, the human skills and the will power to be successful in business? This two-hour video will help you determine if you've got what it takes. Practical and detailed advice from people who have started their own businesses reveal: The First Step - Planning; How to Get Money; How to Get Customers; How to Get the Right People; The Art of Management; Selling Ideas and Services; How to Get Advice; Dealing with Government; Services or Products; Pitfalls; Starting Part Time.

TITLE: "Teamwork: Business and Government--Relationships Between Business and Government"

SOURCE: Chippewa Valley Technical College.

ABSTRACT: Each type of small business is unique, so is its relationship with government at all levels. In this 20-minute video entrepreneurs express their opinions about and their involvement in government at all levels. A state governor, a congressman, and a state senator also express their opinions about business/ government relationships.

TITLE: "Ten Common Mistakes You Should Avoid in Overseas Marketing"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: The speakers identify the most common mistakes new exporters make when entering overseas markets. Learn how to do market research and analyze the information. Along the way, you'll pick up tips on determining market entry and how to assess the financial risk in entering foreign markets. Speakers: John Shank, President, World Venture Management; Richard Carone, Vice President of International Sales, Rexworks International; Eric Hammer, International Credit Manager, Rexworks, Inc.

TITLE: "Ten Factors for Success When Selling Food Products in Japan"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Your success in selling your food products depends on knowing the Japanese and what influences their buying choices. Our speaker will give you tips on spotting trends in Japanese diet and what the Japanese prefer in taste, packaging and additives in food. Speaker: Mitsuhiro Yokoyama, Director-Agriculture Department, JETRO.

TITLE: "Ten Qualities for Success Every International Business Woman Should Know About Europe"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Women will learn how to assess business opportunities in the European market. You'll learn the ten necessary qualities for success as well as six tips for correct social behavior in Europe. Speaker: Roxanne Baumann, International Sales Coordinator, Artos Engineering.

TITLE: THAT's BUSINESS

AUTHOR: Welsh, John A., and White, Jerry F.

SOURCE: The Owner-Managed Business Center, Inc.

ABSTRACT: Small business persons, owner-managers, and entrepreneurs need to, but frequently do not understand certain key business principles regarding profit, cash flow, return on investment, liquidity, etc., which govern their daily operations and are crucial to their ultimate survival and success.

THAT's BUSINESS is a unique series of six educational programs featuring John A. Welsh and Jerry White, who present these basic financial films in layman's terms with a dash of humor. White plays the part of the owner-manager of a business, and Welsh plays the role of a business advisor.

The programs cover the accounting process; the balance sheet, including income and cash flow statements; profit forecasting; cash-flow forecasting; accounts receivable; and financing growth.

The programs range from 21 to 33 minutes in length. Study guides are available.

TITLE: The Best of CRM, Communication and Motivation, and Delegation (series)

SOURCE: CRM Films.

ABSTRACT: CRM Films has produced many excellent products in the areas of customer service, management and supervisory, and sales training. Prices for educational and non-profit institutions vary as follows: previews - free; rentals - $60 for three days; purchases - same as list for 16mm, 10 percent off list for video formats. Three series, The Best of CRM, Communication and Motivation; and Delegation are worth watching. Call 1-800-421-0833 to receive catalogs.

TITLE: "The Climber" (VHS and 3/4" U-Matic)

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: This video shows how an analogy is drawn between the risks of an entrepreneur in business and the risks of mountain climbing.

TITLE: The Computer Tutor, "Part 1: First Byte of the Apple"

SOURCE: Film Ideas. (1983).

ABSTRACT: This is the first of four tapes in a series which provides instruction on how to use the Apple Computer. Each tape is divided into 15-minute segments so the tape can be stopped after each segment, allowing time to practice on your computer. In this tape, the first segment outlines the course content and examines hardware to show function and optional hook-up; segment two teachers general software; segment three examines the floppy disk, initialing disk and development of a simple greeting program; segment four explains INPUT, OUTPUT, CPU, RAM AND ROM, and teaches the concept of binary storage in bytes. (60 minutes/color).

TITLE: The Computer Tutor, "Part 2: Basic Programming"

SOURCE: Film Ideas. (1983).

ABSTRACT: Second of four tapes in a series on instruction in use of the Apple Computer. Segment one explores coding numerical information into variables and teaches subscripted variables, DIM, LET and INPUT; segment two examines coding words into string variables and demonstrates a simple counter; segment three teaches FOR . . . NEXT, looping, and IF . . . THEN, and a bubble sort is developed and demonstrated; segment four is a round-up of commands. This tape could be used to teach BASIC on any computer. (60 minutes/color).

TITLE: The Computer Tutor, "Part 3: Graphics"

SOURCE: Film Ideas. (1983).

ABSTRACT: Third in a four-tape series on how to use an Apple Computer. Segment one explains low resolution graphics and a program for an elementary histogram is developed; segment two teaches high resolution graphics and a program for plotting functions is developed; segment three explores text windows, introduces PEEK maps; segment four examines the concept of shape tables, and explains DRAW, XDRAW, ROT and SCALE. (60 minutes/color).

TITLE: The Computer Tutor, "Part 4: Problem Solving"

SOURCE: Film Ideas. (1983).

ABSTRACT: The fourth of a four-tape series on how to use an Apple Computer. Segment one teaches math functions, RND, ABS, INT, SIN, COS, ATN, LOG, etc., and illustrates them by graphics; segment two explains HTAB, VTAB, TAB, SPC for formatting data, and FLASH, NORMAL, INVERSE, LEFT$, RIGHT$, MID$M, KEBM, VAK, and STR$ are demonstrated; segment three teaches writing to disk and recovering data from text files; segment four presents an overview of VisiCalc (R) and Apple Writer (R). (60 minutes/color).

TITLE: "The Divided Man: Commitment or Compromise"

SOURCE: CRM Films.

ABSTRACT: Using powerful graphics and sound effects, this film presents the universal dilemma of decision-making in a clear and simple manner. We must make decisions, and meaningful ones also bring change to our lives. (5 minutes/color).

TITLE: "The Economics of Business"

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: This video presents the functions and workings of the enterprise system in simple, easy-to-understand terms. It familiarizes the student with the economics of business and provides insights into economic issues pertaining to business.

TITLE: "The Ego Trap"

SOURCE: CRM Films.

ABSTRACT: This film exposes the dangers of resistance to new ideas, and the consequences of making changes for egotistical reasons. (5 minutes/color).

TITLE: The Entrepreneurs: An American Adventure

SOURCE: PBS Video.

ABSTRACT: Narrated by Robert Mitchum, the series profiles the spirited inventors, tough-minded tycoons and wizards of free enterprise who embody the American entrepreneurial spirit. The series contains archival photos, illustrations and historic film footage of the prototypes of products upon which industrial empires have been built. Interviews with business experts and with current and historic men and women show how their courage, contributions and inspiration impacted on the entire fabric of American life. In addition to providing exciting real-life examples of management and leadership excellence, the series also comes complete with comprehensive workbooks that outline different ways the series can be used as a course. The series contains six tapes: "The Entrepreneurs," "The Land and Its People," "Expanding America," "Made in America," "Giving Them What They Want," and "Instant America."

TITLE: "The Kingdom of Mocha"

SOURCE: The Cleveland Center for Economic Education, John Carroll University.

ABSTRACT: A film about Mocha, a mythical island country, where each person produces a specific good or service which is then bartered for other necessities.

TITLE: "The Peter Principle"

SOURCE: Films Incorporated. (1975).

ABSTRACT: The Peter Principle states, "In any hierarchy, an employee tends to rise to his level of incompetence and that's where he stays." The principle itself may seem fairly obvious, but its social implications are certainly not. Dr. Laurence J. Peter examines some of these implications from the point of view of the individual concerned and the organizations they work in. (25 minutes/color).

TITLE: "The Quality Man"

SOURCE: BBC/Davies. (1985).

ABSTRACT: "Quality is free. It's not a gift, but it is free," says Philip B. Crosby who has been associated with quality in business and industry for more than 30 years, working at all levels in companies making everything from washing machines to guided missiles. These are his views on the need for effective quality management. His views are bound to affect the way to improvements. Competition in world markets has never been more fierce than it is today. Increasingly the companies and countries doing best are those offering the greatest value for money. Many manufacturers already recognize this. After all, they too are customers. Complacency over quality is a sure way to be beaten by the competition. This film lays out the philosophy that the key to quality is an attitude that must be generated from those at the top. (30 minutes/color).

TITLE: "The Seven Elements in the Circle of Export Success"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Learn the seven basic elements for success. Using Wisconsin as an example, you'll look at state assistance programs that will help you with your export business. What's more, you'll learn how to move your product or service through the Transaction Cost Circle. Finally, you'll learn how to prepare a company resume to get the overseas business your company is looking for. Speaker: James Arndt, International Consultant, Wisconsin Department of Development.

TITLE: "The Stress Mess"

SOURCE: Barr Films (distributor). (1981).

ABSTRACT: Follows the Wilson family--Fred, Stacy and their college student daughter, Karen--through a typical stress-filled day. As we see the Wilsons getting ready to leave the house in the morning, it becomes clear that stress governs their lives. Fred is a workaholic, Stacy cannot manage time or tasks, and Karen can't say no to all the people who ask her favors. The Wilsons might never have learned why their lives were such a mess had it not been for the fortuitous appearance of Harry, a man of many personalities and a self-styled expert on stress. As the Wilsons slug it out with the stress that afflicts them during their day, Harry manages to show up in time to help each one. (25 minutes/color).

TITLE: "Theory X and Theory Y: The Work of Douglas McGregor, Part I, Description of the Theory," Gellerman Motivation and Productivity Series

SOURCE: BNA Communications, Inc. (1969).

ABSTRACT: Warren Bennis, Richard Beckhard and John Paul Jones, three former colleagues of Douglas McGregor, discuss and illustrate Dr. McGregor's findings regarding the assumptions management is prone to make about its employees, which McGregor labeled "Theory X" and "Theory Y." Examples and discussion are devoted to a comparison of the two sets of assumptions. (25 minutes/color).

TITLE: "Theory X and Theory Y: The Work of Douglas McGregor, Part II, Application of The Theory," Gellerman Motivation and Productivity Series

SOURCE: BNA Communications, Inc. (1969).

ABSTRACT: Relates examples of "Theory Y" principles applied to several management problems. Shows why a "Theory Y" manager will be likely to elicit greater productivity from his employees. Discussion by Warren Bennis, Richard Beckhard and John Paul Jones, three former colleagues of Dr. McGregor. (25 minutes/color).

TITLE: "Three Asian Markets and How to Rate Them"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Learn the differences among the Japanese, Taiwanese and Chinese food markets. Discover what it takes to be successful in these three key markets. A must for any food processor or producer planning to ship to the Asian market. Speaker: Dr. Nicholas Reigg, Far East Analyst, U.S. Department of State.

TITLE: "To Try Again . . . And Succeed"

SOURCE: CRM Films, Inc.

ABSTRACT: In this classic parable, a tiny eaglet is terrified of flying . . . . yet yearns to soar above the clouds. His trial and tribulation will be easily understood by viewers who, when the time comes for their "solo," may be afraid of getting hurt or looking foolish. A highly inspirational film that helps trainees become self-motivated yet open to the support of others. (8 minutes/color).

TITLE: "Trade Missions: Will They Work for You?"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: You'll learn what to consider when you're looking for markets in Asia through trade missions. This expert in Asian trade will also tell you how to select key contacts. Speaker; Mark Pearson, former administrative assistant to the Secretary of the Iowa Department of Agriculture.

TITLE: "Trade Shows and Missions: Are They the Right Way to Sell Your Products or Services?"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Trade shows and missions may bring you publicity on American television, but are they the best way to sell what you have to offer? This 39-minute tape will help you explore what's right for your company, how to determine your objectives, and measure and evaluate trade show and mission results. Speaker: David P. Hammer, Wisconsin Department of Agriculture, Trade and Consumer Protection.

TITLE: "Understanding Domestic and Export Pricing Differences"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: This experienced exporter will show you the differences between domestic and export prices, and what procedures to use when giving an international price quotation. Speaker: Dick Christenson, Vice President, Universal Foam Systems.

TITLE: "What Asians Look for When Buying Food Products"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Here's a new look at what you have to sell. Learn how to take another look at your food products and identify their core characteristics. Find out how to conduct primary and secondary research on Asian food markets. Our speaker will discuss what Asians prefer in food products to suggest clues to what modifications you may have to make to increase your chances of international success in the Asian market. Speaker: Connie Magistrelli, Assistant Executive Director, Mid-America Agri-Trade Council.

TITLE: "Will Your Product be Admitted to the Asian Market: The Overseas Label Review Program"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Knowing how to use the Overseas Label Review program can help you ensure that your product will be properly admitted into the Asian market. This practical tape, used in connection with the learning package, will identify the required paper work. In addition, you'll identify six services you can use through AIMS. Speaker: Audrey Talley, Coordinator, U.S. Department of Agriculture-Foreign Agriculture Service.

TITLE: "Win, Lose or Draw: Financing Your Export Sales"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Commitment to export trade means commitment to taking risks. Learn how to identify and analyze your risks. Find out what to look for in letters of credit and how to understand methods and terms of payment. Speaker: Tom Gaglione, Vice President of International Banking, Marine Bank.

TITLE: "Women Establishing Credibility in Asian Business"

SOURCE: International Trade Technical Center, Waukesha County Technical College.

ABSTRACT: Not only will you learn to identify unique Japanese and Chinese business customs, you'll learn the importance of establishing credibility as a business woman in Japan and China. As part of the discussion, you'll hear the specifics of how to create harmony in negotiations with Japanese companies. Speaker: Laurie Krieger, Export Manager, Purity Foods.

TITLE: "Women In Business"

SOURCE: Inc. Publishing Corporation. (1987).

ABSTRACT: The viewer will come to know five women--each with her own valuable insights and experiences to share--who own and run companies as diverse as real estate, construction, fitness center, and more. You will also pick up tips from women of the Inc. 500, the fastest-growing private companies in America.

Twelve sections address the critical issues that women in business face: (1) "What it Takes to Start and Run a Business," profiles of five strong-minded, successful women. (2) "Finding Support and Advice," forget the myth of the lone entrepreneur. Networking, including important resources to contact. (3) "Obtaining Financing," how to be prepared and get results. (4) "Attracting Good People," how to pick a good team. (5) "Building Credibility," being taken seriously. (6) "Projecting the Right Image," selling yourself. (7) "Staying Focused on the Goal," how to deal with prejudice. Being effective in negotiating and selling.
(8) "Being the Boss," when to get tough. Fear of firing.
(9) "Managing People," mothering a company is not a bad idea.
(10) "Delegating," learning not to do everything yourself.
(11) "Having It All," is there time for marriage, children, friends, relationships? Does your spouse support or undermine your efforts? (12) "Risking Success," dealing with risk and focusing on success.

AUDIO CASSETTES

Since the majority of audio cassettes were not available for the editor to review, target audience and setting have been omitted.

TITLE: "Achieve Goals"

SOURCE: Success Education Institute International.

ABSTRACT: There are no limitations, no unobtainable goals, only limits you put on yourself! This tape is for you. The tape contains subliminal messages to motivate you to achieve goals you have set. The messages are covered by easy-listening music or ocean sounds. A sample message on the tape: "You learn new things easily. You focus on your goals. I manage responsibility."

TITLE: "Good Manager"

SOURCE: Success Education Institute International.

ABSTRACT: With this dynamic program you take charge and set the goals. Your team will produce great results! This tape contains subliminal messages covered by ocean sounds or easy-listening music. The messages inspire the listener to be a better manager. An example of the messages: "I work well with people. I have vision and foresight."

TITLE: "How to Open a Restaurant"

SOURCE: National Public Radio.

ABSTRACT: Describes the experience of one couple with no prior experience as they open their own restaurant. A step-by-step approach including "21 things everyone should know about starting a new restaurant." (40 minutes).

TITLE: "How to Start and Succeed in Your Own Business"

AUTHOR: Brian Tracy

SOURCE: Nightingale-Conant Corporation.

ABSTRACT: The author has served more than 100 companies as a consultant in executive development, sales, marketing, creativity, corporate strategy and personal motivation.

Side one on the first of six tapes deals with requirements for business success. One of those qualities is patience, plus six other personal qualities. The second side deals with 10 reasons for success. The third and fourth sides deal with marketing and the marketing plan. The fifth and sixth sides deal with selling strategies and tactics while the seventh and eighth sides deal with nine important questions for building a business. The ninth and tenth sides deal with financial planning for growth. The eleventh and twelfth sides deal with the leadership challenge. A useful set of information.

TITLE: "Increase Sales"

SOURCE: Success Education Institute International.

ABSTRACT: Think big and you will amaze yourself with your success. This power-packed tape helps you "close the deal!" Get results quickly. The tape sends subliminal messages (covered by easy-listening music or ocean sounds) to help you increase you sales. One of the messages on the tape says "I find it easy to make sales. I am successful. I am a self-starter."

TITLE: "Leadership"

SOURCE: Success Education Institute International.

ABSTRACT: This tape, containing subliminal messages to reach your subconscious, imbues the qualities you need to be a good leader. The ability to take charge and make good decisions. The subliminal messages are covered by ocean sounds or easy-listening music on 45- to 90-minute tapes.

TITLE: "Money/Prosperity"

SOURCE: Success Education Institute International.

ABSTRACT: This audio cassette includes thousands of dynamic messages heard on your subconscious level on how to earn money and prosperity. The messages are clearly heard for three to five minutes before becoming subliminal for the rest of the 45 to 90 minutes. The messages are covered by easy-listening music or ocean sounds. A sample message on the tape: "You choose to experience abundance. You find it easy to be prosperous . . . to make lots of money."

TITLE: "Positive Attitude"

SOURCE: Success Education Institute International.

ABSTRACT: This is the kind of tape that "gets you going" and keeps you feeling up! You find it easy to be positive, dynamic and energetic! The tape sends subliminal messages covered by easy-listening music or ocean music to your subconscious. A sample message: "You like being a positive person. I plan ahead . . . I am determined every day."

TITLE: "Success Strategies"

SOURCE: Success Education Institute International.

ABSTRACT: Aiming for success and excellence? The dynamic subliminal messages contain strategies essential for achieving success. The messages are covered by ocean sounds or easy-listening music on the 45- to 90-minute tapes. A sample message: "I make plans for success . . . I make things happen the way I want . . . today I am confident, capable, calm, creative, a communicator!"

TITLE: _The Success Series_, _Specialized Sales Series_ and _Educational Series_

SOURCE: Success Education Institute International.

ABSTRACT: Since 1978 the Randolph Tapes have been produced, carefully researched and developed to effectively sharpen personal and professional skills to create a loving environment to expand learning capabilities and enhance self-esteem and growth for successful living. The Randolph Tapes are subliminal in nature, using researched, state-of-the-art technology. _The Success Series_, _Specialized Sales Series_, and _Educational Series_ are some of what is available. Call 800-248-2737 for a free catalog.

COMPUTER SIMULATIONS

Since the computer simulations were not available for the editor to review, target audience and setting have been omitted.

TITLE: "Biznes"

AUTHOR: Apple II, II+, IIe

SOURCE: Conduit.

ABSTRACT: This computer simulation of a business helps students better understand the economic theory of the firm. Students make basic decisions about capital, labor, and price, and the computer reports the results--how much the business will produce, how much it will sell, and whether or not it will make a profit. This program is designed to teach economic reasoning and not to simulate the workings of a real firm. This program could be used as a review at the beginning of an intermediate course in microeconomics, price theory, or managerial economics. The instructor's manual is excellent.

TITLE: "The Business Disc: How to Start and Run a Small Business"

SOURCE: MITEC - Maryland Interactive Technologies.

ABSTRACT: A videodisc simulation which will lead the viewer through the steps of planning a small business and then allow the viewer to experience managing the business for 12 months. The capabilities of the computer combined with the videodisc player allows the viewer to

- See live action, animation and slides
- Figure income needs, business expenses, sales fluctuations, and pricing
- "Talk" with and respond to professional advisors and other business owners
- Vicariously experience the first year in business, based on decisions made
- Experiment with different planning options
- Outline business plan in a fraction of the time it would normally take.

If you already own a business, this program will provide you with valuable information that may help you improve your business.

The business disc is divided into two parts. "Part One: Planning Stage" simulates six months of meeting with professional advisors, talking with other business owners, making decisions, and securing financing. "Part Two: First Year in Business" simulating decisions you've made in the planning stage. Other events are based on your reactions to a variety of situations which may arise within the first year.

The Business Disc provides an opportunity to test your business plan without risking actual financial loss. The disc accommodates your needs, interests and pace, and lets you get actively involved. The disc also stores the information you enter on your own data diskette to assure confidentiality, and goes beyond collecting the information into using it and handling the recordkeeping in detail. The disc offers the opportunity to use the program as many times as you wish until you come up with the right plan for you.

TITLE: "Cartels and Cutthroats"

SOURCE: Strategic Simulations, Inc.

ABSTRACT: This simulation is designed for one to six players who run competing manufacturing companies. The companies must buy raw materials, produce finished goods, and sell them in a market that is influenced by the player's planning, competition, and a computer-determined economy. It is a highly competitive game designed to stimulate strategic thinking. The quality of planning directly influences the outcome of the game. Summary of game rules as well as an extensive game manual is provided. Business planning sheets for individual players are provided. Good use of graphics and sound both in text and animation. A special feature for editing incorrect responses after input enhances this program. Before students use this program they should have a clear understanding of the terminology and be able to read the accounting reports.

TITLE: "CLUG"

SOURCE: Urvex Affiliates, Inc.

ABSTRACT: This is a board game which abstracts a small number of basic attributes of cities and surrounding territories on the basis of which players build, operate and maintain their own community. Play of "CLUG" begins with each of three to five teams in possession of capital with which they seek to buy land, to construct commercial or residential properties and to make profitable investments. Investment opportunities arise through gaining employment opportunities to encourage sale of residential properties and gaining customers for service establishments from among the community's residential units.

TITLE: "Donut Franchise"

AUTHOR: Apple Family, IBM/PC

SOURCE: Gregg/McGraw-Hill.

ABSTRACT: This short program simulates a chain of donut shops acquired and franchised by Sweetco. Students make key decisions about pricing, ordering, advertising, personnel, and leasing or buying equipment. Students work in groups and compete in order to maximize profit. Student and teacher manuals included. The simulation helps students understand basic business operations within the U.S. economic system, and the consequences of business decision-making. Good documentation: the 32-page student manual is excellent and includes all terms and materials needed by students.

TITLE: "Enterprise"

SOURCE: Interact.

ABSTRACT: This role-play simulation places the participants into positions as bankers, businessmen, brokers, consumers, welfare poor, politicians and lobbyists. These groups interact with one another, buying and selling labor; buying and selling capital; and generally in all the economic activities capitalism requires to function.

TITLE: "Enterprise Sandwich Shops: Market Simulation"

AUTHOR: Apple Family

SOURCE: Gregg/McGraw-Hill.

ABSTRACT: This is a small business simulation designed to stimulate learning of basic business and economic concepts. Students manage a sandwich shop for an eight-month period and make decisions regarding the marketing efforts and operations of the business. Their decisions are put into a computer that processes the data and provides a variety of financial and marketing information. Students analyze the results of their decisions as presented on the required printouts. A substantial instructor's manual is provided that offers an overview of the simulation. Visual displays and explanations of each monitor panel are presented to clarify the program's operations for the instructor. This is one of the few economics programs that permits CAI with only one microcomputer. The program provides exceptional documentation, and support materials.

TITLE: "Financials"

AUTHOR: Ronstadt, R.R.

SOURCE: J. Lord. (1988).

ABSTRACT: A software package that allows non-financial and non-computer experts to rapidly generate financial projections for their ventures and/or their personal use. The software embodies state-of-the-art financial, accounting, and entrepreneurship expertise, which gives decision-makers the opportunity to produce financial scenarios that contain projected sales forecasts, income statements, balance sheets, cash flows, financial ratios, break evens, and supporting budgets. The program ties all these projections together. If basic assumptions change, so will the projections be altered.

TITLE: "Jeans Factory"

AUTHOR: Apple Family, TRS/80, IBM, color monitor

SOURCE: Phillips Petroleum.

ABSTRACT: In this simulation, the student or group manages a factory that produces jeans. There are three levels of difficulty in this program. In level one, the students decide the amount they are going to produce and the price they are going to charge for each pair of jeans. Levels two and three are advanced and add decisions for students to make regarding the number of employees to hire, machines to rent, and material to buy as well as the amount to produce and the price to charge for their product. A student manual provides instructions, sample runs, and worksheets that evaluate how well the student manages the factory. Good economic content and graphics. Teacher and student manuals are included and should be read before viewing the diskette. This is one of the better programs that focuses on managing a business. It is best utilized after students have studied business concepts and types of competition.

TITLE: "Management Simulator"

SOURCE: Dynacomp, Inc.

ABSTRACT: The program simulates a manufacturing industry composed of firms managed by the players. Each firm in the industry produces and sells three products. Players set selling prices, costs per unit, volume of production, marketing expenditures, plant purchase or sale, securities purchase or sale, and stock dividends. Players compete to produce the highest stock price for their corporations. The computer generates financial statements which the players may use in making their decisions. Emphasis is placed on business decision-making employing accounting data. Application of economic theory is relatively limited.

TITLE: "Managing Your Business Series"

AUTHOR: Apple II+, IIe, 128k, IBM

SOURCE: Cdex Intellisance Corporation.

ABSTRACT: This business training series teaches users to apply electronic spreadsheets to business management. Five separately purchased programs work with specific spreadsheet software programs to enhance understanding of the program and apply spreadsheet software to proven business concepts and analysis techniques. Individual titles include: "Managing Your Business with the Lotus 1-2-3 Program;" "The Multiplan Program;" "The Supercalc Program;" "The Visicalc Family;" and "The Symphony Program." The programs come with one to four interactive tutorial disks and a template disk with 10 pre-formatted worksheets (templates). The template disk serves to provide practice in various activities normally part of a full return on equity analysis and action plan. This is a very easy to use and well-written program. It does a good job teaching financial concepts such as return on equity, leverage, net profit after tax, and return on sales as applied in spreadsheet use. Evaluation performed on IBM versions of "Managing Your Own Business with Lotus 1-2-3" program.

TITLE: "Marketing Peanut Butter"

AUTHOR: Apple Family, IBM/PC

SOURCE: Gregg/McGraw-Hill.

ABSTRACT: This is a microcomputer simulation of the peanut butter industry. Students are organized into four teams that represent regional peanut butter manufacturers in territories A and B. The teams compete for profits by deciding (1) what kind of peanut butter to produce; (2) how much to produce; (3) what quality to produce; (4) where it is to be sold; and (5) where and how to advertise. A maximum of seven decision periods are possible. Students receive marketing research reports describing their performance. The instructor receives a summary of all team performances. Student and instructor manuals provided. Clear and concise teacher and student directions. Excellent 46-page manual. Since this active program is teacher administered, one computer is sufficient for the whole class. The students must compete as teams, which heightens student interest.

TITLE: "Micromod"

AUTHOR: Apple Family

SOURCE: Nebraska Council on Economic Education.

ABSTRACT: Each student represents a firm or an industry characterized by competition, monopoly, or oligopoly. Students must select plant size, price, quantity, and advertising plan. The goal is to beat other competing firms. The disk also includes Shifty and Bankrupt. Good simulation with explicit economic content. Some spelling mistakes. Being able to choose the market structure they wish to simulate should enhance student interest.

TITLE: "Minding Your Own Small Business, Simulation Game 1"

SOURCE: Athena Corporation. (1976).

ABSTRACT: Designed as an integral part of a one-semester course in small business ownership and management for high school students, this first of two simulation games is intended to be introduced after the students have received a general introduction to the principles of small business ownership and management. The game is divided into two segments: "Starting a Business" and "Running a Business." The first section emphasizes recordkeeping and the effect of pricing. Each segment is intended to take four consecutive class periods to play, with a break of up to two weeks between the segments. Students start and run simulated businesses with the objectives of applying the principles they have learned in class, and developing decision-making skills. Included in the manual are teaching-learning objectives, the teacher's guide to daily lessons (complete instructions for preparation, materials, classroom setup, student activity, discussions, evaluation, etc.), and the complete game materials. (The teacher's manual for the course is bound separately.)

TITLE: "Minding Your Own Small Business, Simulation Game 2"

SOURCE: Athena Corporation. (1976).

ABSTRACT: Designed as an integral part of a one-semester course in small business ownership and management for high school students, this second of two simulation games is intended to be introduced at the end of Unit 2, "The Market is People," and completed in Unit 3, "Dollars and Decisions." The game is divided into two segments--"Starting a Business" and "Running a Business." The first segment, designed for six class periods, emphasizes making a business plan. The second segment, designed for nine class periods, emphasizes continuous business planning. The entire game focus is on the importance of marketing and financial planning in successful business management and the importance of participation in community and business organizations. The simulation experience is intended to assist students in developing planning skills by providing an opportunity for them to make a plan, receive an evaluation of it, put the plan into effect, see the results of the plan, and revise the original plan in response to changing conditions. Included in the game manual is the game description.

TITLE: "Payroll System: A Business Simulation"

AUTHOR: Apple II+, IIe, IIc, 48k

SOURCE: Minnesota Education Computing Corporation (MECC).

ABSTRACT: This program provides a set of information processing programs which simulate computer-based payroll systems. Using this program and the support materials, students gain experience in creating data files and processing payrolls. An on-screen introduction is followed by the opportunity to create a company and input payroll data for a series of hypothetical employees, closely approximating a real life payroll system. Students are allowed to print checks, quarterly reports, end-of-the-year reports, and W-2 forms. A short application problem is included in the manual, along with step-by-step instruction sheets, and business form worksheets. File maintenance options allow records to be corrected or deleted. Another option allows for updating the withholding tax data. This could be profitably employed in the classroom as part of a larger business simulation project. The material is well-organized and clearly presented.

TITLE: "Pete's Pizzeria"

AUTHOR: Apple Family

SOURCE: Joint Council on Economic Education.

ABSTRACT: This is a simulation of the decision-making process an individual must go through when establishing a business in a market economy. Students respond to questions concerning product research and development, business location, financing, business structure, employment, profit and loss, and advertising. The program incorporates a color gameboard plus a simulated die roll and instructions. The students must answer questions correctly in order to win the game. Worksheet and manual accompany disk. Students can select the level question difficulty on a scale of one to five. This active program contains substantial economic content, good graphics, and an interesting game format. Questions presented are keyed to the difficulty level chosen by the student prior to answering the question. Questions are generated randomly for each difficulty level so it is possible that students may be asked the same question more than once. Students must know basic microeconomic concepts relating to the start-up of a business.

TITLE: "Profit and Loss"

AUTHOR: Apple II, II+, TRS/80

SOURCE: Gregg/McGraw-Hill.

ABSTRACT: This five-session microcomputer simulation uses a fictional company to stimulate student interest in business concepts while providing practice in problem-solving and decision-making. The simulation leads students step by step through supply, demand, the effects of advertising, supply curves, the equilibrium point in pricing, and demand curves. Computer printouts of realistic income statements provide feedback. This simulation is designed as a short unit in courses in free enterprise, economics, general business, and retailing. Teacher's manual includes reproducible handouts. Excellent economic content. Includes a very instructive user's guide. The simulation could not be accomplished in a classroom without the use of a computer. Another feature of the program is that it relies on teacher-led discussion during the simulation.

TITLE: "Starting a New Business"

AUTHOR: Apple Family

SOURCE: IBM Intellectual Software.

ABSTRACT: The ability to make good business decisions is practiced through this simulation which has players assume the role of a disgruntled employee about to embark on a new business. The object is to make the new business a success. Accumulated points, awarded for good answers, measure the success of the business. Correct decisions can lead to wealth, while incorrect decisions bring on bankruptcy. Players select from three business sectors: service, retailing, or manufacturing. Then, a series of multiple-choice selections involve decision-making in such areas as partnership agreements, site selections, hiring employees, budgeting, incorporation, inventory, marketing, raising capital, recordkeeping, taxes and insurance. A good opportunity for students to "play entrepreneur." The situations reflect realistic choices, and are both entertaining and educational. Issues that are not readily apparent to the novice are clearly illustrated, as well as the consequences of undesirable decisions. Evaluation performed on Apple version.

TITLE: "Understanding Contracts"

AUTHOR: Apple II+, IIe, IIc, 48k

SOURCE: MCE, Inc.

ABSTRACT: This tutorial program for young adults covers general information on contracts. It is intended to develop a knowledge of contracts in order to successfully enter into contractual arrangements. The four modules included are: Introduction to Contracts, Leases, Sales Agreements, and When to Get Legal Advice. Common situations are presented and the user is asked a series of multiple-choice and short-answer questions. A variety of topics are addressed, such as credit cards, misleading advertising, breach of contract, and options available when problems occur. The user is cautioned on typical problems that arise in contracts, and things to keep in mind when entering into contract. Outlines such as "four things one should do when signing a lease," are provided. The manual includes suggestions for use of the program as part of a unit of study. Useful for helping students become aware of their rights and responsibilities in this area. Practical information is presented in an easily understood fashion.

RESOURCE GUIDE

Publications

American Institute of Small Business
7515 Wayzata Blvd, Suite 201
Minneapolis, MN

American Journal of Small Business
University of Baltimore
School of Business
Charles at Mt. Royal
Baltimore, MD 21201

American Vocational Association, Inc.
1410 King Street
Alexandria, VA 22314

Argue Communications
Allen, TX 75002

Bell Spring Publishing
P.O. Box 640
Bell Springs Road
Laytonville, CA 95454

Business Education Forum
National Business Education Association
1914 Association Drive
Reston, VA 22091

Business First of Columbus, Inc.
200 East Rich Street
Columbus, OH 43215

Business Week
McGraw-Hill, Inc.
1221 Avenue of the Americas
New York City, NY 10020

Career Training
National Association of Trade & Technical Schools
2251 Wisconsin Avenue, NW, Suite 200
Washington, DC 20007

Careers
Len Karlin, Editor & Publisher
1001 Avenue of the Americas
New York City, NY 10018

Challenge
11010 142nd Street
Edmonton, Alta. T5N 2R1
CANADA

Commentary
American Jewish Committee
165 East 56th Street
New York City, NY 10022

Durham University Business School
Durham, NC

Entrepreneur Group, Inc.
2311 Pontius Avenue
Los Angeles, CA 90064

Ernest Whinney
Cleveland, OH

F. E. Braswell Company, Inc.
Raleigh, NC

Future's Magazine
Butterworth Scientific Ltd.
P.O. Box 63, Westbury House, Bury Street
Guildford, Surrey GU2 5BH
ENGLAND

Futurist
World Future Society
4916 St. Elmo Avenue
Bethesda, MD 20814

Government Printing Office
North Capitol and H Streets, NW
Washington, DC 20401

Graham Bannock & Partners, Ltd.
London, ENGLAND

Grant Pass Daily Courier
409 S.E. Seventh Street
P.O. Box 1468
Grants Pass, OR 97526

Harvard Business Review
R. R. Donnelley & Sons Company
Glasgow, KY 42141

Heritage Foundation, Inc.
572 White Plains Road
Trumbull, CT 06611

Ideas for Marketing Educators
Marketing Education Resource Center
The Ohio State University
1375 King Avenue, P.O. Box 12226
Columbus, OH 43212-0226

In Business
J. G. Press, Inc.
P.O. Box 351
Emhaus, PA 18049

Industry Week
Penton Publishing
1100 Superior Avenue
Cleveland, OH 44114

Insight
Akron-Summit County Public Library
55 South Main Street
Akron, OH 44326

Institute for Enterprise Advancement
Washington, DC

Institute for the Future
2740 Sand Hill Road
Menlo Park, CA 94025

Interagency Task Force on Trade
Washington, DC

John Naisbitt's Trend Letter, Inc.
1101 30th Street, NW, Suite 301
Washington, DC 20007

Journal of Creative Behavior
Creative Education Foundation, inc.
437 Franklin Street
Buffalo, NY 14202-1301

Journal of Education for Business
Heldref Publishing
4000 Albemarle Street, NW
Washington, DC 20016

Kogan Page Publishing
New York City, NY

Lexington Books
Division of D.C. Heath Co.
125 Spring Street
Lexington, MA 02173

MacMillian Book Clubs, Inc.
Division of MacMillian, Inc.
866 Third Avenue
New York, NY 10022

Management Success
Association for Management Success
2360 Maryland Road
Willow Grove, PA 19090

Martin Robertson
Oxford, ENGLAND

Monthly Labor Review
Superintendent of Documents
Government Printing Office
Washington, DC 20402

Nation's Business
Chamber of Commerce of the U.S.
1615 H Street, NW
Washington, DC 20062

National Journal, Inc.
1730 M Street, NW
Washington, DC 20036

New York State Department of Education
111 Education Building
Albany, NY 12234

Newsweek
Newsweek, Inc.
444 Madison Avenue
New York City, NY 10022

Newsweek on Campus
Newsweek, Inc.
444 Madison Avenue
New York City, NY 10022

Northeast-Midwest Institute
Center for Regional Policy
218 D Street, SE
Washington, DC 20003

Office of Advocacy, U.S.S.B.
Premier Building
1725 Eye Street, NW
Washington, DC 20416

Prentice-Hall Inc.
Division of Simon L. Schuster
Prentice-Hall Building, Sylvan Avenue
Englewood Cliffs, NJ 07632

Quorum Books
Greenwood Press, Inc.
88 Post Road, W., Box 5007
Westport, CT 06881

Rand Corporation
1700 Main Street
P.O. Box 2138
Santa Monica, CA 90406-2138

Reston Publishing Company
Reston, VA

Sky
Halsey Publishing Company
12955 Biscayne Blvd., #202
North Miami, FL 33181

Success
Hal Holdings Corporation
342 Madison Avenue
New York City, NY 10173

The Greater Philadelphia Women's Yellow Pages
Philadelphia, PA

Training
Lakewood Publications, Inc.
Lakewood Building, 50 South Ninth Street
Minneapolis, MN 55402

U.S. Small Business Administration
Imperial Building
1441 L Street, NW
Washington, DC 20416

University of Oregon
Eugene, OR 97403

Upstart Publishing Company, Inc.
Portsmouth, NH

USA Today
Society for the Advancement of Education
99 West Hawthorne Avenue
Valley Staream, NY 11580

Venture
Venture Magazine, Inc.
521 Fifth Avenue
New York City, NY 10175-0028

Venture Perspectives Press
4300 Stevens Creek Blvd.
Suite 155
San Jose, CA 95129

West Virginia Vocational Curriculum Lab
Ripley, WV

Women's Economic Development Corporation
St. Paul, MN

Working Mother
McCall Publishing Company
230 Park Avenue
New York City, NY 10169

Working Woman
Hal Publications, Inc.
342 Madison Avenue
New York City, NY 10173

Workplace Education
Meridian Education Corporation
205 East Locust Street
Bloomington, IL 61701

World Future Society
4916 St. Elmo Avenue
Bethesda, MD 20814

Films/Videos

BBC/Davies
214 King Street, Suite 311
Toronto, ON M5H 1K4
CANADA

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

BNA Communication, Inc.
Bureau of National Affairs
Call: Kent State University Rental Service
(800) 872-5368
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Chippewa Valley Technical College
EauClaire, WI

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Los Angeles, CA 90069
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34 Gansevoot Street
New York, NY 10014

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Direct Cinema Limited
P.O. Box 69589
Los Angeles, CA 90069
(213) 656-4700

Encyclopedia Britannica Education Corp. (EBEC)
425 North Michigan Avenue
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GA Guidance Associates, Inc.
Communications Park
Box 1050
Mt. Kisco, NY 10549-9989
(800) 431-1242

International Trade Technical Center
Attention: Barbara Moebuis
Waukesha County Technical College (WCTC)
800 Main Street
Milwaukee, WI 53072

Krell Software Corp.
1320 Stony Brook Road
Stony Brook, NY 11790
(513) 584-7900

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1350 Avenue of Americas
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Learn or Earn Project
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Pepsi-Cola U.S.A. (503)
Purchase, NY 10577
(914) 253-3202

Maryland Instructional Television
11767 Bonita Avenue
Owings Mills, MD 21117

Modern Talking Picture Service
4705-F Bakers Ferry Road
Atlanta, GA 30336

PBS Video
1320 Braddock Place
Alexandria, VA 22314-1698

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The Cleveland Center for Economic Education
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The Owner-Managed Business Center, Inc.
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Richardson, TX 75080
(214) 669-1627

Videos, Inc.
38 Commercial Wharf
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Walt Disney Educational Media Company
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Audio Cassettes

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Success Education Institute International
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San Diego, CA 92109
(619) 276-1800
(800) 248-2737

Wisconsin Vocational Studies Center
University of Wisconsin
1025 West Johnson Street
Madison, WI 53706
(608) 263-3152

Computer Simulations

Athena Corp.
Bethesda, MD

Conduit
The University of Iowa
Oakdale Campus
Iowa City, IA 52242

Dynacomp, Inc.
The Dynacomp Office Building
178 Phillips Road
Webster, NY 14580

IBM Intellectual Software
Old Orchard Road
Armonk, NY 10504
(616) 345-8681
(800) 421-4157

Interactive Microware, Inc.
(IBM-PC Catalog)
Howard Rupert, Applications Engineer
P.O. Box 139
State College, CA 16804

J. Lord
Natick, MA

MCE, Inc.
157 South Kalamazoo Mall
Suite 250
Kalamazoo, MI 49077

Minnesota Education Computing Corp. (MECC)
3490 Lexington Avenue, N
St. Paul, MN 55126
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